

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
12 West 31st Street, New York City



VOL. XC

NEW YORK, MARCH 11, 1915

No. 10



## "Turn Down Your Electric Light"

There are two main features about the "Dim-a-lite"—it saves current, and it affords the consumer the convenience of having whatever degree of light is needed—full, half, dim, night-light and out. Up and down, just like gas, is the Dim-a-lite idea.

"Turn Down Your Electric Light." What better phrase could suggest economy? And does it not carry the thought of convenience, *instantly*? Ask the makers of the Dim-a-lite—Wirt Company of Philadelphia.

This Ayer slogan, which is being constantly pounded in the Dim-a-lite advertising, is rapidly popularizing the product and creating brisk demand. However, to make this campaign most effective, we have strongly supplemented the magazine advertising with trade work to secure wider distribution and closer retailer co-operation, and the result of this combined effort is another proof of the thoroughness of Ayer service.

N. W. AYER & SON

Philadelphia

Boston

Chicago



(This is Advertisement Number Seventy-six of a Series)

# The Farmer and Wheat Prices

[Special Correspondence of The Evening Post.]

LINCOLN, Neb., February 17.—There seems to be much talk in the East, just now, of speculative influences as a cause for the high wheat prices. There are such influences; but not primarily among professional operators on the Board of Trade. It is doubtful if even Wall Street ever saw a more excited group of speculators than are the average Western farmers just now. If a farmer lives in the wheat belt, he is nerved to the highest pitch; for he has seen his product double in value within six months, without any effort on his part. He has suddenly become imbued with enthusiasm for grain production, and every available acre is being tilled as never before. He is talking on the street, not of silage or stock breeding, but of the best time to sell. Those who sold the bulk of their crop last summer, for 65 to 70 cents are literally jeered by those who held until they received \$1.40 to \$1.50 a bushel.

At the profit of at least a dollar a bushel, and naturally it makes him enthusiastic.

*From N. Y. Evening Post, Feb. 20, 1915.*

\* \* \*

Health profits are a sound basis for a health enthusiasm and a logical optimism.

Farming is the basis of all American prosperity.

Also the man whose income is increasing rapidly is always a good spender.

\* \* \*

Standard Farm Papers are the close business advisers of the class of farmers who make agriculture a study and apply

business methods to the raising of farm products.

They are not general in editorial policy but deal intensively with the problems of a given class or section.



TRADE-MARK OF QUALITY

## STANDARD FARM PAPERS

### ARE FARM PAPERS OF KNOWN VALUE

The Ohio Farmer  
The Michigan Farmer  
Prairie Farmer, Chicago  
Pennsylvania Farmer  
The Breeder's Gazette  
Hoard's Dairymen  
Wallace's Farmer  
Kansas Farmer  
Progressive Farmer  
The Wisconsin Agriculturist  
The Indiana Farmer  
The Farmer, St. Paul  
Oklahoma Farm Journal

WALLACE C. RICHARDSON, INC.  
Eastern Representatives,  
41 Park Row, New York City.

GEORGE W. HERBERT, INC.,  
Western Representatives,  
119 W. Madison St.,  
(Advertising Bldg.), Chicago.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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## "Dramatizing" Community Silver Into Prestige and Popularity

How Exceptional Art in Advertising Solved in Turn Two Big Fundamental Problems

Authorized Interview by Charles W. Hurd with

**Dr. B. L. Dunn**

Advertising Manager, Oneida Community, Ltd., Oneida, N. Y., Manufacturer  
Community Silver, etc.

**W**E were sick of making cheap stuff," said Dr. Dunn, "and began looking around for a way of escape."

That was the first of two big problems the Oneida Community has solved: the uplifting of a cheap, brandless business to a position of prestige. It took barely more than a decade to do it. That seems a short time for a revolution in that field, and it could easily have taken a good many more decades had the advertising been in less skilful hands. For the story of "Community Silver" is almost altogether an advertising story, and there are few more striking proofs than it affords of the almost boundless possibilities latent in advertising space when the right house and product and man unite to extract them.

The Community had been in the manufacturing business for nearly fifty years, making steel traps, spool silks, silverware and preserving fruits and vegetables and jellies. In all of these businesses, with the exception of silverware, the Community product was claimed to be absolutely the best obtainable. The name Oneida Community on an article was meant to be an absolute warrant as to quality.

With silverware, on the other hand, the Rogers name had such a reputation that the Community

had made no effort to obtain the better class of trade, but confined its business to medium-priced ware, selling it largely for premium purposes and to other manufacturers—silverware which it was careful not to put out under its own name.

Ultimately, however, the silver-plating business became the most important that it had, and several years before it started its "Community Silver" campaign President P. B. Noyes and his associates began looking around for ways and means of putting the platedware in the same position as its other businesses. President Noyes, be it recalled, is the son of the founder of what was a utopian community, John Humphrey Noyes, whom George Bernard Shaw has called one of the "supermen" of the world.

### DROPPED UNADVERTISABLE LINE

The steel trap business is still a tidy one, which is advertised and growing. The preserving has always remained a home industry. It grew up out of the desirability of giving the wives of the thousand or so men in the Community something extra to do. The goods are sold to the high-class grocery trade in the East. The spool silk business was holding its own when it was dropped last year.

"We were not interested any longer in anything that could not

be advertised," said Dr. Dunn, in explanation of this.

Plated silver could be and was being advertised right then, twelve years ago, when the Community began looking about for relief from the oppressive conditions. "1847 Rogers Bros. Silver" had been advertised for years, and just about that time the Wallace

designs, but it decided to go ahead and advertise to get distribution.

"It is violating no trade confidence," said Dr. Dunn, "to explain that the earlier manufacturers of plated silverware, ourselves included, had made the economic blunder of giving their wares too light a plating. When we planned our new product we determined to put on a thicker plate as a foundation for permanent trade and advertising. And then we felt ready to advertise.

"The first problem came up in this shape: we had a product we were sure was better than any other in the plated class, but would the public believe it? The claim was nothing new; everybody was claiming the same thing. And even if we could prove our goods had a thicker plating, would the public care? So much more silver was important, but it was not the whole story. What I had to find out, as the one in charge of the advertising, was

just how much the public cared about quality in the metal and how much about quality in the name, the form and the design.

"One of our first advertising efforts was along the line of showing the heavier plating. It was effective in its way, too, although we soon abandoned the way. We showed a photograph



THIS LACE WAS MADE TO ORDER SO AS TO INSURE HARMONY WITH SILVER DESIGN

Company had started on its first phenomenal burst of advertising. The Community leaders felt that the time to strike for liberty had come.

Community Silver was born out of that feeling and condition. The company had no trade connections whatever to start with for distribution. It had the idea and the

# The May Issue of The American Boy

is to be a notable one in many respects. It will have many big feature stories and special articles, and will also contain the first of a series of "Talks to Boys by Great Americans."

The first talk will be from President Wilson.

It will be a big issue, too, in advertising patronage.

The May, 1914, issue carried over 55 columns and we have that much in the house now.

But, we are going to add enough extra pages so as to take care of all advertising in good shape.

The May issue is suggestive of spring-time, birds, flowers, hope, promise, and why not in this issue hitch your project up with responsive youth and enthusiasm. You can make strong allies of 500,000 boys, and through them reach the very center of the best class of buying, consuming American homes.

The forms for the May issue close April 1st.

Note: Every issue of 1915 shows a nice gain in advertising patronage over 1914, and the April issue just going to press carries 56 columns as against 49 columns in 1914. No better, cleaner advertising is carried by any Magazine.

## THE SPRAGUE PUBLISHING COMPANY

J. COTNER, Jr., Secretary & Treasurer  
DETROIT, MICHIGAN



Eastern Office:  
E. S. MURTHEY,  
286 5th Avenue  
New York



Western Office:  
J. P. AHRENS, Jr.  
1417 Lytton Bldg.  
Chicago

of the sterling shell of a plated spoon, cut in half and folded back, and said in connection with it: 'If you could take out the metal filling of a Community Silver spoon, the pure silver remaining would be almost heavy enough to eat with.' We tried some more advertisements like this, but we were not satisfied with the type of ad.

"We made up our minds at last that the only possible method of giving distinction to the product was the slow method of treating it with respect so that everybody who saw it would feel the same respect for it. We must treat it as if it were the equal of sterling, must even take the attitude in mind that it is superior! I really came to feel that way because our designs actually were superior—I am saying what I believe.

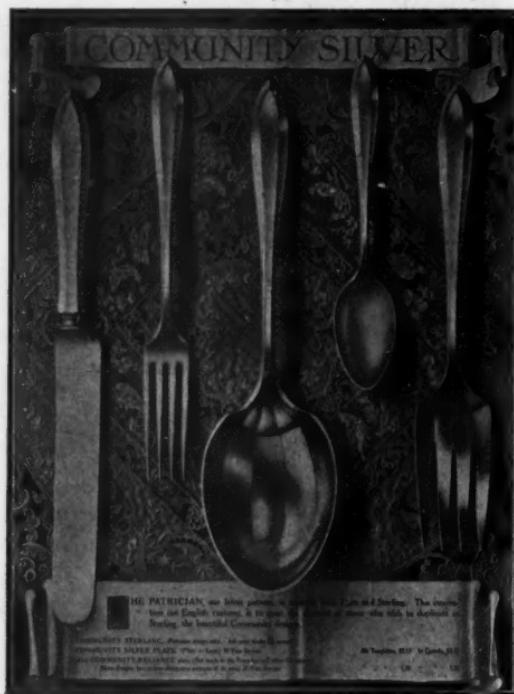
"The thing that matters to people of the class to which we were appealing, who would be glad to find a reason for buying plated silver instead of sterling, is chiefly how it looks. Is it pleasing, graceful, distinguished? Has it a well-known name?

"It seemed to us that satisfactory plated ware was certainly superior to unsatisfactory sterling. We were not competing with sterling, you understand, in the field where sterling was the strongest, but where it was the weakest. We believed that we could win over a lot of people who might

otherwise buy sterling, and also a lot of others who might be buying too sparingly of plated ware."

Many manufacturers get as far as this in their analysis without getting further. How to convey a sense of distinction—that is a big question with hundreds of advertisers and copy writers, even today.

"I tried at first to avoid every-



LACES LIKE THIS ARE WORTH FROM \$500 TO \$1500 PER PIECE

thing that savored at all of popularity," continued Dr. Dunn. "I had no set ideas as to how to go about it and had to do so by instinct. We could not praise our silver, because that would detract from the dignified treatment we were giving it. I tried deliberately to make the advertising cold, almost austere, with the high distinction that comes from a judicious selection and arrangement of material.

"The first thing I found was

WHO'S WHO WITH  
NICHOLS FINN—II



RICHARD L. WHITTON

Mr. Whitton's own career proves out the soundness of his advocacy of wise and thoughtful stick-to-it-iveness. He has been that kind of a worker—in connection with important country-wide advertising, and merchandising campaigns that made good—for a long term of years. Personal force plus keen understanding and broad experience make Mr. Whitton a big asset to advertisers who appreciate real service.

*"INTELLIGENT sustained effort insures success" has long been my personal motto. It is the motto of this agency. It means persistency—elimination of experiment and things untried. It means doing big things in a big way along lines of sanity and safety. Experience has proved that it wins.*

*R. Whitton*

Our new booklet "Advertising with the Gloss-Off" is full of interest—helpful suggestion. Write for your copy.

NICHOLS - FINN  
ADVERTISING CO.  
222 SOUTH STATE STREET, CHICAGO  
71 WEST 23rd STREET, NEW YORK



Charter Member Audit Bureau of Circulations

*Intelligent, Sustained Effort Insures Success*

that silver tableware can be properly shown only from one angle in an advertising illustration: it must be perfectly flat to the eye, or it will not show the design to advantage. That closed to us the possibility of showing the silver in household surroundings, with the table set, or as a part of a dinner-table scene, except as these things were shown for the sake of suggestion, with the knife or fork in an insert or something like that.

"I, therefore, began experimenting on suitable backgrounds. Fine linen and lace early suggested themselves as the proper accompaniment of the silver, and we had some fine pictures of these, but I was not quite ready to rely entirely on such a simple solution. It seemed as if there were something bigger lurking somewhere in other backgrounds. One of the most pleasing of the experiments was with a wax background modeled in flowers-de-luce for our Flower-de-luce pattern. These experiments led, however, to nothing more attractive than the natural backgrounds of lace and eventually I came back to them.

"It proved to be the thing for us. It was not long before we realized that we were on the right track, and I began to seek to carry the idea to its logical conclusion by associating our ware with the finest and most distinguished examples of lace I could procure or copy. We have now some seven or eight designs of knives, forks and spoons, but we had only two or three designs when I began. The oldest were the Avalon and Flower-de-luce. Then came the Classic and the Louis XVI, in medallion design, and later the Sheraton and Georgian, with last year the Patrician, in octagonal pattern.

#### AFTER APPROPRIATE DESIGNS

"I was after not merely the finest designs in lace, but those that were the most appropriate for the different patterns of silver. We were appealing, you must remember, to the women, and women know lace. We could not have deceived them if we had wanted to do so. They know, as it were by instinct, what is expensive and

what is cheap, what harmonizes with a particular pattern of spoon and what does not. It was no easy matter to find such designs and enough of them to escape monotony of treatment in the advertising copy. We had chosen an exacting way of proving our superiority and we had to live up to it.

"The importance of it carried me out of town and all over the country. I visited all of the leading museums here and went abroad to see what the London Museum and the London shops contained. When I found good examples of lace I had photographs made of it, the best I could get. I found better examples of lace, at home, however, in the Metropolitan Museum than in London. The fault of the museum collections generally is that they seldom hold the best examples to be had, but only the typical examples of different periods. The best pieces of all I found in the shops of this country. I would buy the lace outright sometimes, and I have had to pay large prices simply for photographing. But this was the exception. Generally I was allowed to photograph what I needed, and I have photographs of the finest Old World lace worth thousands of dollars.

"It was not so simple doing this as it sounds. I had purposely set the highest possible standard for our advertising, because in order to make the highest impression on the women of the home it was necessary not only to satisfy their sense of fitness and harmony, but to go even beyond that and surprise, delight and impress them with the beauty and distinction of the designs. They would feel that we were right, that our taste and designs were thoroughly correct, the highest thing obtainable in class and distinction.

#### PAID TO GET ONLY BEST

"It took time to explore the shops and sift out the best lace, and it cost a good deal of money first and last to get satisfactory photographs. I have had as many as 100 different photographs taken at a time, for instance, and been unable to use but one of them. I

# 800% increase

Publicity Advertisers  
**April Needlecraft 1915**  
against  
**April Needlecraft 1914**

## But

we will be honest.

**1914**

Cream of Wheat

**1915**

Cream of Wheat  
National Biscuit Co.  
Arbuckle Bros.  
Royal Society Embroidery Goods  
Lipton's Teas  
The N. K. Fairbank Co.  
Sanitas  
Pompeian Mfg. Co.  
Ferris Bros.

**NEEDLECRAFT PUBLISHING COMPANY**

New York City

WILL C. IZOR, Adver. Mgr.  
1 Madison Avenue, New York

JOHN GRANT, West. Mgr.  
30 No. Dearborn St., Chicago

*Members Audit Bureau of Circulations*

paid \$100 once for photographing half a dozen pieces and could use only one photograph of the lot.

"It was, as I say, expensive, but, on the other hand, the knowledge of its expensiveness enforced constant care and forethought. I would not use retouched photographs. It takes a master hand to overcome a defect in a photograph of this kind and one may better put the care and expense into getting a good picture than in redeeming a poor one."

When the advertising manager of the Oneida Community could not get the kind of lace he wanted he had it made to order.

"I could find no Colonial lace," he said, "that had any real Colonial feeling. It was all copies of other lace or else devoid of charm. You would have thought that a period that produced distinctive architecture, furniture, household ware, etc., would have furnished us with original designs in so intimate a product as lace, but it is not so. We had to fall back on ourselves. I got an artist to make a design in keeping with our Colonial pattern and had it executed in lace through one of the Fifth Avenue shops.

"It sometimes happened that we would feel that our purpose would be better served or else that variety would demand the repetition of a part of a pattern instead of the whole of it. I found an artist who is a real wonder at manipulating the lace or photographs of it in this way. It is responsible for some of our finest pictures.

#### USED ONLY ORIGINAL ENGRAVINGS

"In all of these cases, after we have got exactly what we want, we send the perfect original engraving to the publications and not the comparatively imperfect electrotype reproductions. It costs more to do so, but our object is not to avoid expense, but to get the best. The 'best' means, of course, that making the utmost appeal to intellect and sense. From the conception of the idea through its development on paper to the technical execution and final appearance in the medium we try

not to leave a single weak link in the whole chain of operations."

"That, too," it was suggested, "might almost be called original in these times when so many advertisers are crowding the preparation of a year's campaign into a few weeks and congratulating themselves on the speed."

"It is true most advertisers will not do it," said Dr. Dunn. "We kept to this style for eight years. When we began and for quite a while afterward everybody in our line was doing it, but the others ultimately abandoned it. Whether they secured better results in some other way I do not, of course, know. I do know that we could not have secured results for ourselves without the extreme care we have taken in preparing the advertising copy, and I assume the others were not willing to take the same amount of care."

"My idea of the whole advertising art or science is that to make the campaign successful you must *dramatize* it, make it *dramatic*, *vital* to the people you want for customers. There is no use dealing with routine, perfunctory, pointless things. If there are no ideas on the surface, we must dig for them. If they do not come to-day, we must wait, if necessary. You can't always force ideas. But when you get them, don't let them go out raw. Make them dramatic, put them in the proper surroundings, relate them to other things, make them tell a story and as big a story as possible. Not melodramatic, of course; there is nothing curdling about spoons and lace. But if drama is telling something you wish to say in a way your audience wants to hear it, that is, in a concrete, vivid way, then the addition of a background of rare and beautiful lace will, with the aid of the rest of a well-conceived advertisement, dramatize the silver to a woman. People may not have thought there was much new or unusual to tell about spoons and forks until we began treating them in the way we did. It may not seem dramatic to a man, but ask the bride!"

This was the solution of the first big problem that faced the



*T*WO MERCHANTS  
of rare experience and notable  
success are *W. R. Hotchkin*, for  
ten years advertising manager  
for *John Wanamaker*, and three  
years advertising manager for  
*Gimbel Bros.*, of New York,  
and *William Dailey*, for six  
years, advertising manager for  
*Carson Pirie, Scott & Co.*, of  
*Chicago*. They are members  
of the CHELTENHAM  
Advertising Agency.

INGALLS KIMBALL

*President*

150 FIFTH AVENUE  
NEW YORK

Community, which was the lifting of the business to a higher level.

"The next important development," said Dr. Dunn, "was in the direction of going after a larger volume of business. We had been spending all of our energies in building up a reputation for exclusiveness without much regard to popular applause. About three years ago we became satisfied we had the first about where we wanted it and we decided on a departure. We had confined our advertising to the women's papers. We determined to make a more universal appeal and through a typical men's paper, the *Saturday Evening Post*, go after a million or more men, who, while not actually buying the silver, usually help buy."

"This meant a complete change of front. We would have to drop our pose of distinction and the trying for severe effects and go in for snappy, up-to-date stuff, or stuff that was light and frivolous."

"But you did not drop the quality note?"

"Oh, by no means," said Dr. Dunn. "We were after distinction just the same, only in a different way. My idea of 100 per cent efficiency is to combine distinction with universal appeal. The two are not irreconcilable. We dropped the classic pose which would not have been appreciated by our new field and sought to convey the indispensable sense of distinction by having people talk and act that way about the silver in our advertisements. We didn't try to do it with suggestions of snobbery. You didn't catch any butlers hanging around in our pictures. We just tried to get pictures of 'nice people,' the kind who 'belong,' discussing Community Silver in the offhand way they might be likely to do."

#### CONNECTION WITH COLES PHILLIPS

"My first notion as to carrying this out was to get a set of artists at work upon the idea and let them submit sketches. I tried it out on two and paid them \$400 apiece for their sketches. One of the two was Coles Phillips, and I did not go any further. He

turned out to be just what I wanted.

"These pictures, you remember, I combined with light dialogue. They went tremendously, as you know. The dialogues were quoted everywhere, and the Phillips pictures became the vogue. From that time on Community Silver was known by the men and by the dealers to whom, in a way, we had been indifferently known before.

"And we had kept the 'class'; we hadn't lost that. We were just as careful in the selection of our material, in our arrangement of it, in the execution of the drawings and the finish of the engravings as we had been in the treatment of the other kind."

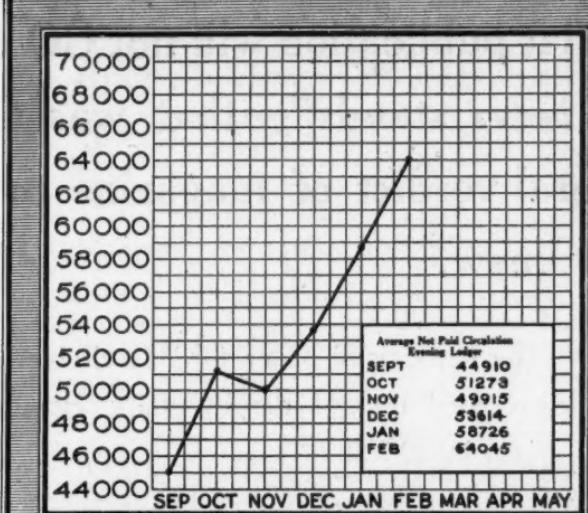
"A good deal of this kind of care is a matter of time, as I said," continued Dr. Dunn. "No amount of study or thinking on the spot will absolutely assure correct judgment. You must take time to let the judgment ripen. Many advertising men let their copy requirements go until the last minute and then prepare it with a rush. Many men work better under pressure than without it and imagine that the quality of their judgment corresponds to their speed."

"But artistic appreciation cannot be forced. What first appeals to me I may end by finding inferior to something else. When I have a number of pictures or designs or layouts to consider I paste them up on the wall and live with them for three or four weeks. Then I know what I like. Before that, often I do not."

#### WORKS AHEAD OF TIME

"And this being the right way, as I believe, to arrive at the soundest conclusions, I always work far ahead of actual necessity by preparing campaigns, copy, pictures and the rest nine or ten months in advance of closing dates and retaining the opportunity to modify or suppress down to the last minute. This makes the work of the highest interest to me, and I believe the copy is enough better to repay the effort."

*(Continued on page 73)*



*Circulation growth of the Evening Ledger  
in its first six months*

The average net paid circulation of the Evening Ledger for February was 64,045 copies, an increase of 5319 over the January average.

The circulation for the last week in February was more than 66,000.

The *present* combination Public Ledger-Evening Ledger rate of 25 cents is nothing short of an advertising bargain.

**PUBLIC LEDGER-EVENING LEDGER**  
**INDEPENDENCE SQUARE**  
**PHILADELPHIA**

**"A flat publication will not GO on  
the news stands"—that was the  
general verdict of magazine men  
who knew.**

The news stand order for March Hearst's exceeded that of the February (standard size) by 20,000.

The March number went on sale in the majority of cities on Monday, March 1st, and the first re-order was received on Tuesday morning, March 2nd.

As this paragraph is being written (Saturday, March 6th) with only partial orders for the April issue in, the increase for April over March is 12,000 copies.

As a flat magazine, Hearst's has shown an increased news stand demand of more than 32,000 copies the first two months of its publication in that shape—and Hearst's Magazine is non-returnable.

---

This increased demand is not because Hearst's is merely a flat magazine, but because Hearst's is a superlatively good magazine.

Hearst's circulation will grow just as rapidly in the months to come for the reason that the magazine is being improved with each succeeding issue—

And it is being advertised extensively in more than one hundred cities.

Put your advertising next to the work of Rex Beach, George Randolph Chester, Winston Churchill, Arthur Brisbane and others. An eye on their work means an eye on your advertising.

*May forms close April 2nd.*

## Hearst's Magazine

119 West 40th Street  
New York City

908 Hearst's Building  
Chicago, Ill.

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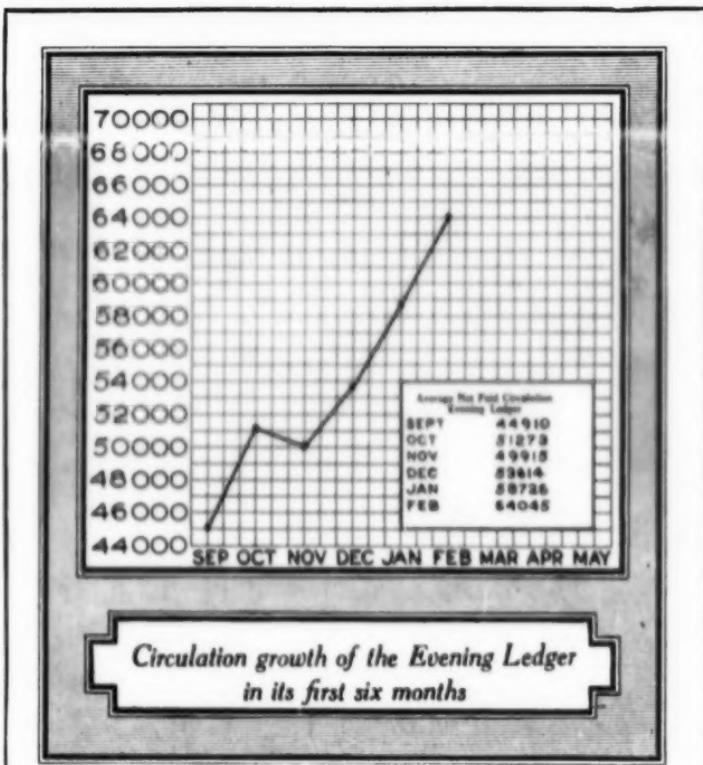
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## Hearst's Magazine

---

119 West 40th Street  
New York City

908 Hearst's Building  
Chicago, Ill.

---

KAY CLEAVER STRAHAN

author of the  
"Peggy-Mary" stories

## Peggy-Mary Stories

With the acquisition of Kay Cleaver Strahan and the "Peggy-Mary Stories" we patted ourselves on the back.

Since the first of the series appeared (in March Good Housekeeping) an acclamation of unanimous approval has come from our readers.

"Peggy-Mary" stories are the most delightful little love stories, beautifully written, wholesome, the kind which *your* mother, wife, sister and daughter will enjoy through the sheer love of what is clean and good.

You will always find in Good Housekeeping, editorial as well as advertising neighbors with whom you will be proud to be seen. And they are successes.

# Good Housekeeping Magazine

*Co-operates With the Retail Merchant*

C. HENRY HATHAWAY, ADVERTISING MANAGER

NEW YORK

WASHINGTON

BOSTON

CHICAGO

## Picking Difficult Territory for Try-Out Campaign

**H**ow Digging for Facts to Advertise Solved Several Different and Difficult Kinds of Problems for a Beginner—The Situation as Regards Competition—An Interesting Use of Classified Space

**I**T was a little over a year ago that a certain mid-Western manufacturer served walking papers on two very troublesome factors in his business. The first was the bitter, knocking competition on all sides. It had seemed impossible to change the conditions or escape from them until the time came when they were absolutely insupportable. The second plague grew out of the first. The miseducation of the consumer had reached such a pass that it took even a trained salesman an average of six calls to sell a \$50 or \$65 house fixture.

The fixture was a water-heater and the manufacturer was the Michigan Gas Appliance Company, of Jackson, Mich. There was nothing distinctive or at least distinguished about its product or its methods. In most places the public could not have told one from the other. In other localities the advertising of competitors had developed a sentiment for their particular heaters.

Advertising as a means of relief had suggested itself to the company, and at length, when there seemed nothing else to do, it turned to it, willing to be shown, but without enthusiasm. With the assistance of the Detroit office of the J. Walter Thompson Company, a local test by newspaper campaign was arranged for Detroit. Competition was unusually severe in this city and unusual difficulties present. It was felt that if the campaign paid for itself there it would succeed anywhere.

"Our share of the installations of automatic heaters in the city was only about 10 per cent of the total number at that time," said

Frank T. Bennett, general manager of the company. "One of our large competitors had already established himself in Detroit, through an advertising and sales campaign, to such an extent that his name was practically synonymous with automatic heaters. There were also two other large concerns in operation, having behind them unlimited financial backing, years of experience and the advantage of considerable publicity. These three concerns had the co-operation and support



"Let's Look at This House"

A housewife is reading a "Purrott Heater" advertisement in the public mind. And justly so. The Purrott Heater is a house. It makes the occupants of which comfortable. And that is always a source of pleasure. The Purrott makes a good house. And the people who build are working with care.

### PURROTT HEATER

To have at one's command an incomparable supply of heat which can be easily controlled and readily removed up and down made to start a fire to不管 the weather, carrying out safely to regulate the temperature of the water which is heated in the house, is a great convenience—these are some of the privileges that always go along with a Purrott Heater.

Once installed in houses or buildings, it needs no attention, except to clean it now and then. When you are not at home, the Purrott will take care of your house for you. And though no other heater within the cost of anything else.

We have some interesting facts about the Purrott to tell you tomorrow. If you care to receive them, why not drop in?

**Michigan Gas Appliance Co.**

Detroit Strength: 204 Bowles Bldg., Cor. Grand River & Woodward.  
Phone Cherry 4775.

COPY TO APPEAL TO THOSE WHO HAVE HOUSES TO SELL

of the city gas company, which we at that time did not enjoy. The situation was, therefore, a perplexing, almost a disheartening, one."

Before considering the questions of space or of mediums, the difficulties and advantages of the local market were carefully mapped out. In the matter of price, for example, it was found that other heaters were selling for an average of \$100 or more each. The heater which the Michigan Gas Appliance Company planned to exploit was, on the other hand, to sell for only \$50.

The article had been sold under

the name "Parrott Instantaneous Automatic Hot Water Heater." This was too long, and it was shortened to "Parrott Heater" and ordinarily "The Parrott." It was planned to use the suggestive figure of a parrot in all the advertising and to have it also cast in the front of the heater itself. And so as to connect the name with the bird and at the same time dis-

features and service and never once mentioning price as an argument for buying, and thus raising the issue of cheapness, the company hoped to establish \$50 in the public mind as the proper price for a good water-heater.

The campaign was begun with a series of modified newspaper "teaser" ads, 12 inches, two or three times a week. Each ad contained the figure of the parrot and attracted attention by its unusual layout and liberal use of white space.

#### RETURNS ALMOST IMMEDIATE

Following the "teaser" series, 75-inch ads appeared in the principal papers. After the name "Parrott" had in this way been impressed upon the public mind, together with the general features of the water-heater itself, a campaign of "human interest" ads was used through the summer of 1911. These announcements set forth the various advantages of a Parrott. Each of these ads showed the parrott making an appropriate whimsical remark.

Sales immediately shot up. In one week in June, 86 heaters were sold. An interesting fact was that

*twice as many \$65 heaters were sold as \$50 heaters*, although the \$65 heaters had not been played up in the ads.

In March, before the campaign, the Michigan company had installed not more than 10 per cent of the total number of water-heaters in operation in Detroit.

"Six months later," says Mr. Bennett, the general manager, "we had sold more water-heaters than all the other companies put together."

### "The Parrott helped sell my last house—Now it goes in everyone I build"



THE PARROTT makes a good house better. Shrewd builders of homes to rent or to sell appreciate this fact. That's why so many of Detroit's new houses have been equipped with Parrots.

In a new house, the Parrott adds a great convenience at a low cost—since the usual hot water tank is not required, nor, of course, furnace coils or any other type of water heater.

### Parrott Heater

The Parrott affords instantaneous hot water at any hot-water faucet in the house, at any time, in any quantity. You regulate the temperature to suit yourself at the faucet—getting at your choice warm, hot, or scalding water.

Installing a Parrott is easy. Two connections to the water pipe, one connection to the gas pipe—nothing more is required. A Parrott may be placed in basement, kitchen or bathroom.

Let our representative tell you how Parrots help to sell houses. Phone, write or call at any time.

MICHIGAN GAS APPLIANCE CO., Jackson, Mich.

Detroit Branch: Bowles Building

Phone Cherry 4775 Corner Grand River and Gratiot

NEWSPAPER ADVERTISING TO SECURE BACKING OF REAL ESTATE OPERATORS

tinguish the spelling the second "t" in the name was underlined.

When the price of the Parrott heater was one-half the competitive price, it would seem the natural thing to make that economy the feature of the advertising, but the company and its advertising agents decided otherwise. The heater had many quality features, and it was felt that a campaign with a low-price slogan would cheapen the features in the consumer's mind. By dwelling on the

Water-heaters had been considered a summer proposition, because the great majority of householders have hot-water tanks attached to their furnaces. However, the success of the summer campaign had been so marked that the company was loth to let up on advertising.

Deep and prolonged study showed two absolutely new fields for sales effort. One was the owners of heaters attached to furnaces, the other the *builders of new houses*.

To reach the latter fair-sized ads were placed in the builders' section of the Sunday newspapers, advising builders that the installation of a "Parrott" in their new houses would make the houses more attractive to prospective purchasers. The advertising met with a gratifying response, building operations in Detroit being at the time very vigorous.

#### A NOVELTY THAT THE CAMPAIGN DEVELOPED

Out of this campaign developed a stunt. A block of space was purchased each week in the "classified" columns of the city papers to advertise, *free of charge*, any houses for sale in which Parrott heaters were installed.

The plan proved successful beyond all expectations. The company in this way actually *sold houses at a lower expense* than the real estate dealers themselves. Nearly \$100,000 worth of property was thus sold within a few weeks.

The Parrott Heater advertising was accordingly continued all through the fall until the close of the selling season for houses. Its success may be gauged from a single fact: that it sold 65 heaters to one builder alone, the largest order of the sort ever taken in Detroit.

The way the company tackled the other new field was still more daring. Winter was approaching and competition was slackening because of the supposed secure possession of the winter field by the furnace water-heater. The company had been looking into this method. It had learned some new facts about its business since

it started to advertise, and it now undertook to show to the general public that *it is uneconomical to use a furnace for heating water*. It attempted to demonstrate to house-owners that a furnace is not intended for heating water and that the heat so used is turned away from its proper function of keeping the house warm!

That was a discovery, indeed. But the analysis was even more acute than that. Two different styles of ads were prepared—one for use on very *cold* days, the other for *warmer* days.

The cold-day argument ran like this:

"You are getting a good deal more hot water than you want and heating more water than you need. Much of this hot water is wasted. Consequently, the money you are spending in *heating* it is wasted. Moreover, on a very cold day the hot-water coil in the furnace is taking so many units of heat that you find it difficult to heat the house. Statistics from heating authorities go to show that the energy required to heat a 40-gallon tank of water will maintain one fair-sized room at a comfortable temperature," etc., etc.

The warmer day copy ran:

"Your furnace is so low that you do not get really *hot* water, and still you are spending money for making the water merely warm. It would be cheaper to install a Parrott heater, which will produce water as hot as you want it, yet only as much as you want, and which will cause no expense when it is not run," etc.

And, all precedent to the contrary, this winter advertising has been selling heaters even to owners of furnaces equipped with hot-water coils.

"Perhaps the largest single advantage we have derived from our use of advertising has come from the added efficiency in our sales force," says Mr. Bennett. "The word 'Parrott' has been so thoroughly popularized that it stands to-day in the public mind, at least in Detroit, for the water-heater. Our advertising has not only put us on a par with our older competitors, who had advertised for

years, but it has created the impression that we ourselves are an old, long-established house.

"The way our salesmen in Detroit have sold heaters has been a revelation to me. Instead of the old feeling that they have a long-drawn-out fight ahead of them, they now take it for granted the heaters *are* sold and that it is merely for them to help the prospect decide which size he should buy."

The campaign so satisfactorily begun in Detroit will be extended to other territory.

### Advertising Managers of Wisconsin Organized

A new organization has been formed in Milwaukee, known as the "Advertising Managers of Wisconsin." The object of the organization is stated thus: "To give every legitimate advertising man in the city and State an opportunity to mingle with men whose interests are equal, where they can discuss advertising topics and enjoy a friendly exchange of advertising ideas, to have an organization of representative advertising men before which any advertising man may feel free to refer any problem on which he desires co-operation."

### E. L. Sanderson Joins Detroit Agency

Edmond L. Sanderson, formerly connected with Detroit newspapers in editorial and advertising capacities, has joined the Louis A. Pratt Advertising Company of Detroit. For several years past Mr. Sanderson has been connected with the publication interests of the American Lithographic Company, representing this company for a time in London, England, later returning to Detroit where he gave special attention to the Associated Sunday Magazines.

### New Magazine in the Far West

*The Movie Magazine*, a periodical devoted to the exploitation of moving pictures, has just issued its initial number in Los Angeles. It is intended for general circulation among persons interested in any way in moving pictures. The plans of the promoters are for a national magazine, both in scope and character.

### Club Charters Steamer for Convention Trip

The Grand Rapids Advertisers Club has chartered the lake steamer, *City of Grand Rapids*, to carry club members to the Chicago convention of the A. A. C. of W. in June. The boat will be the club members' sleeping quarters while at anchor in Chicago harbor.

### Scaring the Advertising Manager to Death

THE ERICKSON COMPANY  
NEW YORK, March 3, 1915.  
*Editor of Printers' Ink:*

In advertising solicitation I believe the "approach" is highly important. One method of "approach" seems to be to scare your prospective victim to death. An interesting effort along that line is enclosed and you are welcome to use it in your columns if you find it available.

RICHARD S. CHILDS.  
To the Advertising Manager,  
Bon Ami Company, Inc.

I decided submitting my proposition for your personal consideration before addressing your president and board of directors, and shall be pleased to receive your advice upon it, and if you then deem it advisable to have you present it to the officers of your company for their action.

My subject is: An original advertising plan or idea, which I have conceived; its value readily comprehended when disclosed, and the exclusive use of which I will dispose of, to the first party meeting my terms.

As I am desirous of placing my plan immediately, I shall be pleased to receive your early personal, and, if possible, joint advice from the officers of your company.

As I have preferred submitting my proposition through the proper channel—first, the advertising manager, shall consider myself at liberty after one week to place myself directly in touch with your officers.

Yours very truly,

(\_\_\_\_)

### D. C. Kreidler Makes a Change

D. C. Kreidler, in charge of the Western office of the Associated Farm Papers for nearly five years, has resigned to join C. E. Gardner in opening in Chicago a general Western office for the F. A. Owen Publishing Company, publisher of *Normal Instructor Primary Plans*, Dansville, N. Y. The establishment of a Western office is for the joint purpose of handling the advertising and carrying out in the Middle and Western States a subscription campaign.

Mr. Kreidler will be Western manager of this office, and Mr. Gardner will be advertising manager, as heretofore.

### New Advertising Director for "Georgian American"

Paul E. Wilkes has been appointed advertising director of the Atlanta *Georgian American* to succeed George J. Auer, who has been transferred elsewhere in the Hearst organization. Mr. Wilkes was formerly advertising manager of the *Georgian*, having left to take charge of the advertising and promotion work of Grove Park Inn, Asheville, N. C.



*30,000 power plant  
men read it every week—  
have you anything to  
sell them?*

**THE HILL PUBLISHING CO.**  
10th Avenue at 36th St., New York City

ALSO PUBLISHERS OF

*The Engineering and Mining Journal*  
*Engineering News*      *Power and Coal Age*  
All Members of the A. B. C.

## AN OPEN LETTER

Appearing in the Modern Retailer which goes to every grocer, druggist, haberdasher and hardware dealer located within a twenty-five mile radius of New York, Boston, Chicago and Atlanta.

**When a manufacturer says that it is harder to do business and more expensive to sell advertised goods in the larger cities, ask him to consider these points with you:**

You are a *city* merchant—doing business in a community of over 25,000 people.

Over two-thirds of our urban population live in cities of this size and over.

Less than one-third live in cities and towns of less than 25,000.

Yet is not two-thirds of all his national advertising going to this one-third of the people who live in towns below 25,000?

Is he not thus spending four times as much effort on each consumer who lives in a city below 25,000 as on your customers?

Is he not thus supporting each dealer in each city below 25,000 four times as strongly as he is supporting you?

2,200,000 Circ.

**THE AMERICAN SUNDAY MAIL**

220 Fifth Avenue, New York

Chas. S. Hoadley, M.

## THE AMERICAN SUNDAY MONTHLY MAGAZINE

Granting the full efficiency of all his advertising, is the inequality of its distribution fair to you—or to him?

If again, as is generally claimed, it is harder and more expensive to sell advertised goods in the larger cities, may not this be a cause, and may not a more equal distribution of advertising effort go far to remove this condition—to your mutual profit?

Such questions are of vital interest to you yourself as well as to the manufacturer of the products you sell.

The fact that the American Sunday Magazine concentrates in your territory—that its advertising is read by a particularly big proportion of your customers—often by one in every three or four of all of them, is of vital interest to you because it means that every advertisement placed in its columns by the manufacturer of goods you sell does *you* a maximum amount of good—offers *you* individually the maximum of sales support.

If you *are* interested we will be glad to figure out with you exactly how much sales support each manufacturer's advertisement in the American Sunday Magazine does offer *you* individually. We will tell you exactly how many families within eight blocks of your store read it—or if you prefer, how many of your own customers read it.

The modern business man demands exact information. We are offering exact information on a subject of real interest to your business. Write us for it.

200,000 circulation

AMERICAN SUNDAY MONTHLY MAGAZINE

Thomas S. Hardy, Mgr.

908 Hearst Building, Chicago, Ill.



# MCCLOURE'S

*in the*

# Big Size

*with the Little Rate*

Big Size means big rate—usually.

But McClure's in the Big Size means the lowest rate in the business—for a while.

Lower than any standard magazine—lower than any woman's magazine—lower than any weekly—lower than the market.

Far lower than McClure's ever was before or ever will be again.

It will pay you to study the McClure rate card while it is still

*—the Big Magazine with  
the Little Rate*

Forms for May, the First Issue in the Big Size (680 lines), close March 15th

## College Students Write Ads for "Fatima"

Liggett & Myers Adopt a Plan to Make the Most of the Appeal to the Student Public—Copy Submitted Shows Ad-Writing Ability—New Themes for Copy Developed

**T**HE Liggett & Myers Tobacco Co. believed that copy which had been appearing in college publications was not as effective as it should be.

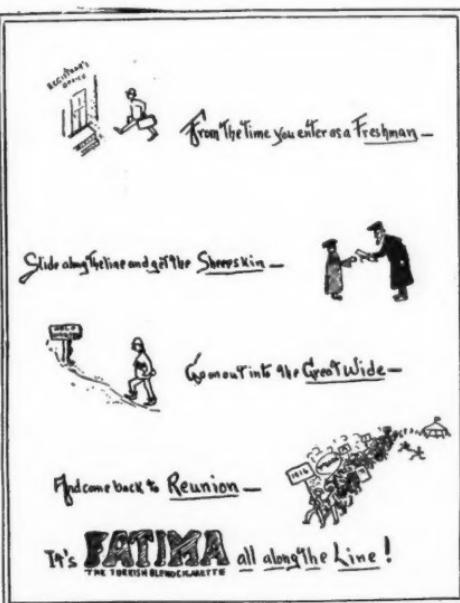
"Fatima" advertising had been appearing in about thirty college papers. The cost of advertising by pages and half-pages in thirty college papers constitutes an item just big enough to be dispensed with if it does not produce results, so with collegians reading "Fatima" advertising in the general magazines, on billboards, and so forth, the Liggett & Myers company wanted to assure itself of the productivity of college papers. Many papers carried "Omar," "Deities" and "Pall Mall" advertising, too, so there seemingly was not a way in the world for the tobacco manufacturers to assure themselves that college men were following "Fatima" appeals.

It will be remembered that a good deal of "Fatima" copy has been built around this brand's college popularity. In a long list of publications the company said not long ago, "Many a staid business man still smokes 'Fatima,' the cigarette he learned to like in his freshman days," or something to that effect.

The idea of letting college students prepare the copy for their own papers came to the company.

It determined to pay for advertisements accepted—five dollars for each one—to insert in these papers each advertisement accepted, with the name of the author, and to offer a capital prize of \$500 for the best one of all. Since this contest, sales in college towns have shown an increase justifying the company in its belief that it has found a way to make students turn to the "Fatima" page of their papers first—to see who has gotten five dollars for an ad this month.

Scores of pieces of copy have been turned in to the company during the first semester of 1914-15. Up to January 1 the manufacturer paid \$150 for thirty of them. A line which always accompanies the insertion of an ac-



DESIGNED BY A STUDENT AND USED BY LIGGETT & MYERS  
IN COLLEGE PAPERS

cepted advertisement in the author's own paper is this, "Here's an ad by one of our own men."

As to the copy thus far submitted, an official of the company said to a representative of PRINTERS' INK: "We believe that a good

deal of the advertising brains of the future is in college to-day. It is interesting to note the variety and in many cases the excellence of the copy we've received. Students have turned out material which is not directed at college readers alone. Some of the specimens submitted are highly suitable for any magazine or newspaper."

Drawings and photographs have been combined with the text in almost every instance. Two



LAYOUT OF AD CONTAINING AN "OLD GRAD'S" LETTER

of the specimens which have been considered among the best for college purposes are "An Old Grad's Letter," and a sketch purporting to show the continued popularity of "Fatima" throughout a college man's career. "An Old Grad's Letter to His Freshman Brother" was written by H. M. Lambertson, of Princeton.

Mr. Lambertson submitted a sketch showing the boy about to matriculate, later receiving his diploma, then tackling the "Help Wanted" problem, and finally coming back to re-union, with this advice, "From the time you enter as a Freshman—Slide along the line and get the Sheep-skin—Go out into the Great Wide—And Come Back to Re-union—It's 'Fatima' all along the line."

Hardinge Scholle, of Harvard,

submitted copy brief and pointed enough for that copy-writers' tyrant, the car-card. "A Cure for What Ails You," said Mr. Scholle. "Take one armchair, one package of 'Fatima' cigarettes, one box of matches and your troubles go up in smoke. There's a wizard's charm in this, the best cigarette."

The epicurean value of "Fatima" was made the basis of a fable for advertising purposes by J. E. Duff, of the University of Virginia. The story told was that of the discovery of "Fatima" by Epicurus, some of the Athenian philosopher's opinion being quoted to back up the manufacturer's quality claims.

The consumer's sense of the grotesque and ridiculous is appealed to by another student in a fashion reminiscent of R. L. Goldberg, the New York *Evening Mail* cartoonist, who has furnished drawings for "Prince Albert" and other advertisements. "An Infuriated Stepladder Defending Its Young" is the title of the drawing. The text reads: "There is no sense to the above picture; neither is there any sense to the title, and yet both are fully as sensible as some of the things people do every day. For instance: Some people still smoke a cheap cigarette put up in a fancy package and pay twice what it is worth. Why not try a sensible smoke—'Fatima'? No frills: just good, clean tobacco delightfully blended and put up in a sensible package."

### Detroit Firms Advertise in Siam

The Detroit Board of Commerce recently received a copy of the *Siam Observer*, published in Bangkok, containing prominently displayed advertisements of three Detroit motor cars, the Ford, Saxon and Scripps. The *Observer* has four pages and is printed in English, Siamese and Chinese. There are twenty-four columns in the paper, of which twenty are advertising. One advertisement teaches a lesson that might work havoc with the publications if universally followed out. It reads as follows: "Why waste words on an advertising page describing the many points of merit in — cough remedy? The most fastidious are satisfied when we state that it cures coughs and colds from any cause. For sale by —."

## Suggests Advertising Canada to U. S. Tourists

The *Canadian Grocer* offers the suggestion that the Canadian Government take space in national mediums of the United States to advertise the Canadian national parks and localities of historic interest, with a view to interest persons who would tour Europe this summer but for the war.

"Already the Department of Parks under the supervision of the Department of the Interior has issued booklets descriptive of our National Parks," says this paper, "and distributed some of them, no doubt, throughout the United States. This is all very well so far as it goes, but this is an extraordinary year. The Government never had a better opportunity to advertise this booklet and get results from it than the present. If this book is not a complete review of Canada's beauty and historic spots, then another ought to be immediately published dealing specifically with the country's attractions, district by district—and then it should be advertised."

## Joins Winnipeg "Telegram"

J. V. R. Lyman, Jr., formerly on the advertising staff of the New York *Times* and the Minneapolis *Journal*, has been appointed advertising manager of the Winnipeg *Telegram*.

## A "Buy-It-Now" Coupon

A "Buy-It-Now" coupon appears in a technical advertisement of Greene, Tweed & Co., manufacturers of the Rochester automatic lubricator. The coupon has a face value of \$5.00, applied to the purchase of a lubricator. The conditions, printed on the coupon, are as follows:

"This coupon, if properly filled out and received at our office, 109 Duane Street, New York City, on or before March 31, 1915, will be accepted as five dollars in payment for a *Rochester Automatic Lubricator* (any size above the one pint) providing the lubricator is for the use of the party signing the coupon. Of course only one coupon can be applied on the purchase price of a lubricator."

## Trick with Rex Typewriter

C. F. Trick, formerly with the Gundlach Advertising Company, of Chicago, is now advertising manager of the Rex Typewriter Company of that city. This company was recently organized to market the Rex and Harris typewriters. The latter was formerly sold exclusively through Sears, Roebuck & Co.

Elmer Helms, formerly of the New York *Tribune*'s advertising staff, has been appointed advertising manager of *Newspaperdom*, a journal for newspaper men published in New York.

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

# Net Weight Markings on Packages Under Pure Food Law

By Robert E. Ireton

Of the Robert Gair Company, Brooklyn, N. Y.

NO matter how simple the language of a State or Federal enactment, popular opinion will not be a unit in its interpretation. This is particularly the case in regard to mandatory regulations pertaining to business, passed in pursuance of the police power of the State or nation in the interest of the common good. Perhaps a striking illustration is furnished in the doubt and uncertainty which surrounds the construction, or interpretation, of that section of the Food and Drugs Act, commonly styled the Pure Food Law, which relates to the marking of net weight of contents of food products in package form. This uncertainty is shared alike by packer, manufacturer and consumer; and, within the experience of the writer at least, by the officials of the Department of Agriculture, as well.

Under the section of the Act referred to, a package containing a food product shall be deemed to be misbranded if "the quantity of the contents be not plainly and conspicuously marked on the outside of the package in terms of weight, measure or numerical count." The language cited is that of an amendment adopted by Congress March 3, 1913, which makes the marking of contents obligatory. It was intended to and did amend the original Act of June 30, 1906, which was not mandatory, but merely directory. That read: "That for the purposes of this Act an article shall be deemed to be misbranded in the case of food: If in package form and the contents are stated in terms of weight or measure, they are not plainly and correctly stated on the outside of the package."

Comparison of this original phrasing with the amendment cited shows that prior to 1913 a statement of the weight or measure

of the food contained in the package was not required, but, if such statement did appear, it had to be a plain and correct statement of the average net weight or volume of the contents of the package. The Department of Agriculture even went so far as to hold that it had to appear "either on or immediately above or below the principal label." And a further ruling of the Department specified the size of type, for such a statement, as 8-point or brevier.

## WHERE SHALL THE MARKING BE PLACED?

It is worthy of mention, in this connection, that while the Department had no hesitation in stating that the marking of net weight should be "either on or immediately above or below the principal label" when the law was *not* obligatory, the officials charged with the enforcement of this Act positively refuse to designate an exact location for the net weight clause on packages containing food products now that the provision is mandatory. They advise that the statement "be made plain and conspicuous," but avoid designating any side, surface or panel of an ordinary folding box as the desired location for the marking; and they refuse to express an opinion as to whether a "marking" on a package, intended for use in interstate commerce, is plain and conspicuous, or such as would lead to seizure and forfeiture because "misbranded."

They experienced no difficulty in determining under the old law that the "principal label" was the exact spot for such a notice, although the variation in the language of the Act of 1906 and the amendment of 1913 is trifling. The former reads:

Plainly and correctly stated on the outside of the package.

## President Wilson Issues Message to Nation

WASHINGTON, March 4.

President Wilson to-day, after the final adjournment of the Sixty-third Congress and on his return to the White House from the Capitol, dictated the following statement embracing his comment on the session and a message to the country:

A great congress has closed its sessions. Its work will prove the purpose and quality of its statesmanship more and more the longer it is tested. Business has now a time of calm and thoughtful adjustment before it, disturbed only by the European war.

The circumstance created by the war put the nation to a special test, a test of its true character and of its self control.

The constant thought of every patriotic man should

now be for the country, its peace, its order, its just and tempered judgment in the face of perplexing difficulties.

Its dignity and its strength alike will appear not only in the revival of its business, despite abnormal conditions, but also its power to think, to purpose, and to act with patience with disinterested fairness, and without excitement, in a spirit of friendliness and enlightenment, which will firmly establish its influence throughout the world.

THE Chief Executive in giving this message proves the soundness of our maintaining that the Railroads have long realized that this country is entering a period of enduring prosperity. So far this year the Railroads have spent over \$50,000,000 for supplies and equipment; and it is estimated these figures will grow into the billion mark during 1915. The

**Railway Age Gazette**

**Railway Age Gazette**  
**Mechanical Edition**

**The Signal Engineer**

will carry your message directly to the executives who should be sold on your proposition. Are you advertising to them?

**Simmons-Boardman Publishing Co.**  
NEW YORK CHICAGO CLEVELAND

*Audit Bureau of Circulations—We Belong!*



## The Next World Wide Number of the Dry Goods Economist will be Published April 3rd

Educational articles will be its chief feature. Every retailer of dry goods merchandise—every buyer—is interested in learning

### "HOW TEXTILES ARE MADE"

There is a great need for such information in *selling* as well as *buying*. The forthcoming World Wide Number will be virtually a text book on this subject.

All usual departments—fashion—merchandise—wide-awake retailing—will be represented by practical articles skilfully written by experts.

### The Fall Color Guide will be in It, too

More elaborate than ever before. We shall not merely tell the retailers what's in colors—but SHOW THEM. This feature alone insures the long-life advertising value of the April 3rd issue.

As to circulation—it will be *many thousands* in excess of the guaranteed number of copies.

Advertising space in the World-Wide Number is big value at the price,—for the buyers it will reach in the United States alone. But it will ALSO reach the biggest users of dry goods merchandise throughout Canada, South America, Great Britain, and in all commercially active parts of the world.

Manufacturers, advertising managers and others are invited to write for **FREE COPY OF EXPORT FACTS**, a handy little volume we have just compiled. Forms of the World Wide Number will close tight as a drum on Wednesday, March 31st.

## DRY GOODS ECONOMIST

**231-241 West 39th Street**

**New York City**

**'Phone, 4900 Bryant**

Boston: 201 Devonshire Street.

Philadelphia: 992 Chestnut Street.

Chicago: 215 So. Market Street.

St. Louis: 1627-1631 Washington Ave.

Cleveland: 518 Swetland Building.

London, (Eng.): 11 Queen Victoria Street, E. C.

Cincinnati: 1417 First National Bank

Building.

San Francisco: 423 Sacramento St.

Manchester, (Eng.): 10 Piccadilly.

The latter reads:

Plainly and conspicuously marked on the outside of the package.

The phrase "correctly stated" is superseded by the phrase "conspicuously marked"; and while the Department showed no reluctance in designating the *outside* of a package when it merely had to interpret the phrase "correctly stated," it stands mute when requested to make a similar decision under the words "conspicuously marked."

To all attempts to get something definite, concrete and convincing from Washington, as to the meaning of the section in question, an aged opinion (Food Inspection Decision 41) dating back to October 25, 1906, is interposed, which impersonally soothes the manufacturer with the glad-some tidings that, with the law and the regulations before him, he should have no difficulty in arranging his label in harmony with the requirements.

Why the Government officials should particularize the "principal label" as the place for the appearance of the net weight marking of food products on packages formerly, but now should take refuge behind the language of the Act as amended in 1913, and persistently cite the phrase "plainly and conspicuously marked on the outside" to all who apply to it for information, instruction or guidance, is anything but clear. Some, indeed, may think it strangely inconsistent, and in truth with some show of reason.

Under a provision of the Food and Drugs Act, the Secretary of the Treasury, the Secretary of Agriculture and the Secretary of Commerce and Labor have power to make uniform rules and regulations for carrying out its mandates. On May 11, 1914, in accordance with this provision, Secretaries McAdoo, Houston and Redfield rendered a decision interpreting, *inter alia*, the section discussed herein. That decision reads:

The statement of the quantity of the contents shall be plain and conspicuous, shall not be a part of or obscured by any legend or design, and shall be so

placed in such characters as to be readily seen and clearly legible when the size of the package and the circumstances under which it is ordinarily examined by purchasers or consumers are taken into consideration.

With language as plain as this to guide it, the Department of Agriculture, including its counsel, will not attempt to say what part of a package is "outside," or what is "plain and conspicuous" marking. From the language of the three Secretaries the test of plain and conspicuous marking is evidently an examination by a purchaser or consumer holding in his or her hand the package in question. That, obviously, is the usual way in which the average purchaser or consumer "ordinarily" examines a package before purchasing.

#### HOW IS A PACKAGE "ORDINARILY" EXAMINED?

This decision does not help much, for it leaves one as much in the dark as heretofore concerning what is really a "plain and conspicuous" marking, and what is the "outside" of a package, although it seems to make the test of ordinary examination an inspection of the package in the hand. Despite this the theory was advanced, in the presence and hearing of the writer while in Washington, by an official of the Department of Agriculture, that the marking should be plain and conspicuous *on the shelf of the dealer!*

On that occasion the writer consulted with the authorities in reference to a number of cartons which he submitted, on which the statement of net weight appeared upon the top flap, close to the edge, and, accordingly, near the principal label on the front face of the box. In each case the top flap was entirely free from ornamentation or design, save the legend of net weight, aforementioned; and that was clear and legible to any person able to read who might handle the box.

No clearer case could have been presented; the issue was concretely joined. The questions of "plainness," "conspicuousness" and "location" of notice of net

weight were affirmative and unavoidable. The earlier ruling of the Department was transgressed (the statement did not appear upon the principal label or above or below it); and full opportunity was given the Department to reaffirm, alter, amend or reject that decision. *It completely ignored it.*

The officials of the Bureau of Chemistry suggested hearing from counsel to the Bureau, and to that gentleman the matter was submitted with argument. In turn, he felt constrained to suggest a reference to the solicitor to the Department of Agriculture, and this course was adopted. The writer filed "briefs" and the question of the proper marking of the cartons aforementioned was taken under advisement.

#### CRITICISM OF DEPARTMENT NOT BINDING

Short of an appeal to a judicial tribunal, one could go no further in the matter; and to obtain an opinion from a court the cartons would have to be seized in interstate commerce. Every possible step was taken to induce the Department to make a decision, or ruling, which would enable a packer to act with certainty in branding his goods, but unavailingly. The solicitor's opinion dismissed the main issue by declaring it "one solely of fact," and of course not within his province to decide. However, he declared that the criticisms and opinions of the Bureau of Chemistry in matters respecting labels on packages, "*are not binding upon any one,*" and are to be regarded as the mere views of the Department. Indeed, he said such criticisms were "purely informal."

One thing is certainly inferable from this experience, to wit: the abandonment of the "principal label" ruling. Since the folding box has six surfaces and all constitute the "outside," it is a mere matter of opinion which one of them is "conspicuous," and, for that matter, which shall be regarded, for the purposes of the Food and Drugs Act, as the "outside." While the front and back faces are usually the largest, the

end and side panels of a box are more frequently free from "legend or design" and consequently are unobscured. This freedom from legend or design, so that the net weight statement may not be obscured, appears to be the substitute of the three secretaries for the old ruling: "on or immediately above or below the principal label."

From the language of the amendment aforementioned, it is impossible to infer the size, character or location of the markings required. The only mandatory feature is that these markings be plain, conspicuous and on the outside. The decision of May 11, 1914, of the three secretaries, does not specify which surface of a carton or package is to be considered the outside. Hence, variances must be looked for on markings until a definite ruling is made. Who is to say in such a dilemma that one man is right or another wrong, simply because they have chosen different surfaces or panels for marking statement of net weight? Assuredly not the Bureau of Chemistry or the Department of Agriculture. Only the "potent twelve," the jury in a court of competent jurisdiction can answer; for as the solicitor to the Department of Agriculture truly observed: "The question is one solely of fact."

In this situation, it seems, the spirit and letter of the Act are observed if the net weight statement appears on a part of the exterior surface of a box free from ornamentation, legend or design, in characters readily visible and clearly legible to any person handling or examining it.

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#### New Toilet Preparation Advertised in the West

"Citrus Cream," a new toilet preparation, is being advertised in an experimental preliminary campaign on the Pacific Coast, newspapers and painted display being the mediums most in use. The product, according to the Laughlin Fruit Refining Company, its manufacturers, consists of nothing but lemon, the entire fruit being used in its making. The copy carries the slogan, "Just Lemon, That's All." The Adams & Renfrew Agency, of Los Angeles, is handling the account.

## *Want to speak to the United States?*

Collier's will do it for you—and the United States will listen. A reader writes, regarding our recent series on the Frank case (a reader, by the way, who disagrees with us in the Frank matter and who therefore is not likely to overstate the case for Collier's): "the effect of these articles is as great a testimonial to the wide influence of Collier's as you could ask. A friend writes me from San Francisco that the articles have occasioned the circulation of a petition in that city and a meeting of its citizens protesting against Frank's execution. My brother in Portland, Oregon, writes that the effect in that city was similar. The feeling has even extended to Alaska. Copies containing these articles were mailed to all Georgia preachers accompanied by a circular letter signed by a number of leading ministers in New York. Another friend tells me that great feeling has been aroused in Indiana, 'all due to Collier's.' "

COLLIER'S SPEAKS TO THE NATION  
EVERY WEEK

**5<sup>c</sup> a copy**  
**Collier's**  
THE NATIONAL WEEKLY

Chicago

NEW YORK

Boston

*A. C. G. Hammesfahr, Adv. Mgr.*

| COLLIER'S CIRCULATION<br>ISSUE of JANUARY 16TH |          |
|--|----------|
| Press Run.....                                 | \$41,900 |
| Gross .....                                    | \$41,240 |
| Net .....                                      | \$29,542 |
| Net Paid.....                                  | \$20,012 |
| Member A. B. C. and Quoin Club                 |          |

"WITH THE FRENCH IN  
VOSGES"  
By FREDERICK PALMER  
describes the fighting methods of  
the French.  
In the March 20th issue of  
Collier's.



*UNEEDA BISCUIT has been advertised*

## THE CAPITAL VALUE OF A BRAND

THE capital value of a brand is the collective belief of the people in it.

Practically all human belief is formed by repetition and contagion. The more it is repeated, the more it becomes a definite belief.

The constant repetition of simple statements implants belief in the minds of the public, giving the brand its capital value.

## STREET RAILWAYS ADVERTISING

CENTRAL OFFICE  
First National Bank Bldg., Chicago

HOMESTEAD OFFICE  
Candler Building

*For the past twelve years, UNEEDA BISCUIT has been*





*advertised in the Street Cars for fourteen consecutive years*

## THE REAL VALUE OF BRAND

A brand is nothing more nor less than the people in that brand.

is formed by a three-fold process, affirmation. The more concise the affirmation—the more demonstration—the more weight it carries.

A simple affirmation is the surest means of impressing the minds of the people and of thus building

## LWAYSADVERTISING CO.

HOMESTATE  
Candler Bldg., New York

WESTERN OFFICE  
Crocker Bldg., San Francisco

*UNEEDA BISCUITS have been advertised in every Street Car in the United States*



**Every Salesman Knows  
there is  
A Psychological Moment**

when a prospective customer can be approached with the best chance of success—the time when his mind is concentrated upon his business, its needs, its future and its growth.



is a remarkable advertising medium because its editorial pages create

**The Psychological Moment**

in the minds of its readers.

300 articles every month dealing with subjects of the most absorbing interest to the active man in every walk of life and every field of endeavor are responsible for the receptive state in which the advertiser approaches the reader.

**Popular Mechanics Magazine**  
**6 N. Michigan Ave.                      Chicago**

## Choosing a Trade-Mark That Will Last for Generations

Once Decided On, a Trade-Mark Is Hard to Abandon, So Make the Right Choice—Examples of Some That Have Become Thorns in the Flesh—What Is a Good Trade-Mark?

By W. Livingston Larned

A GREAT many stories have been written around and about trade-marks. But it is correspondingly true that precious little has ever been said concerning the tragic labor of creating them.

When the manufacturer of today sets about to originate a symbol by which his goods are to be known generations from now, he must keep constantly before him the fact that fashions in pictures change and grow obsolete, just as fashions in garments become quite impossible after their day of days has passed.

We know of many instances where the younger generation of prosperous concerns would give small fortunes if it were at all possible to throw over some fool, old-fashioned, clumsy trade-mark theme that came into existence with a grandfather or a great-great-grandfather, at the very start of things many years before. But you can't swap trade-marks in mid-stream. If a symbol or a peculiar label or what-not of the great game has carried a firm over the rough places through a generation or so, the peril of discarding it is quite live and real.

The American Tobacco Company handles many, many different grades and kinds of smoking and chewing tobaccos. Some of the brands were bought up from competitors and are really heirlooms in the big family. As time passed, everybody knows, the American Tobacco Company absorbed innumerable smaller establishments. Some of these had been manufacturing brands of long-standing popularity. And now, in this wonderful year of 1915, A. D., the affluent parent of

them all finds itself caring for a large and healthy family, thank you.

A certain time-honored and long-enduring pipe tobacco had been put in a very sorry-looking container. The covering was shabby and the label illustration repeated reprints from an original wood-cut, graven into wood along about the time the first illustrations of that sort were ever schemed out.

At a meeting of one of the committees, it was decided to improve this package. In appearance, it was unworthy of association with its brothers in the same industry. Moreover, the more studious minds argued that as sales seemed to be "letting down" just a wee bit, the brushing up and brightening of the container would inevitably stimulate trade. If you argue the proposition out for yourself, you might naturally arrive at exactly the same conclusion. The more attractive a package, the more likely are people to purchase it.

### A NEW TRADE-MARK HAD AN ADVERSE REACTION

But that wasn't what happened. Almost instantly, after new shipments of the tobacco went out, spick and span in new habiliments, a pronounced falling off in sales was reported at headquarters. This decline grew and grew and grew in round figures until the net result was demoralizing to those responsible for that branch of the business. The heavy advertising campaigns, localized, strengthened by premium offers, etc., billboard publicity and free samples could not stem the tide. It began to look as if a standard article, successfully produced and sold for fifty years, was to be swept away in a jiffy.

Something had to be done—and done quickly.

Shrewd observers were sent out. They visited the small country stores where the tobacco was sold. They palavered and swapped yarns over counters in remote little tobacco shops.

And what do you suppose they reported?

## PRINTERS' INK



A COLLECTION OF MORE OR LESS FAMILIAR TRADE-MARKS, WHICH ONES HAVE THE MOST ADVERTISING VALUE?

Tobacconists were suspicious of that fancy, new package with its "pretty" label. Its chief trade-mark characteristics had been retained by the artists but there were new colors and better draughtsmanship. The quality of canvas bag and label paper were *better*, but men who had always known the old-time container would have none of this flossy affair in masquerade. They switched plump off to a competitive brand. The old make-up was replaced, publicity continued with new vigor and that tobacco has regained its historic prosperity. The manufacturers are not likely to attempt any changes again in the matter of label. They have had their lesson. The fact remains, however, that they are ashamed of the queer old affair. They would give a great deal if the trade-mark had been non-committal—something not apt to grow musty and "old-timey" and "out-of-date."

There are important national trade-marks running now, of women dressed in most unbecoming and atrocious fashions. Do you recall how your wife looked in the photograph taken twenty-five years ago? Oh, that hat! And the set of that skirt! It may be all very sweet and hallowed by tender memories, but it is ancient and obsolete and it *does* make you grin.

A certain national advertiser has a pet aversion to a trade-mark of this kind stamped upon his year's output, and he's afraid to change in mid-stream. Women write in and criticise the ridiculous lady in the outlandish gown. And as the article is essentially a "style" proposition, the situation is all the more trying.

When the Smith Brothers first put out their far-famed cough drops, luxuriant beards and whiskers were all the rage.

It would be absolutely fatal to alter the appearance of the Smith Brothers container at this late day and it becomes necessary, therefore, to reproduce these respected gentlemen exactly as they appeared when the first carton was printed. Now everybody concerned is wil-

ling to concede that the very age and mossy appearance of this package design is a business asset, for the psychological expert will talk very much as follows:—"People have grown to know and respect that crude design. They do not attempt to analyze its artistic virtues. They do not question either its whiskers or its typography. They only know that when they were little children their mothers recommended it and their grandmothers had always kept a box handy. The public has a sense of security at the very sight of those two heads and the simple lettering that it would not have otherwise. Put a fancy-colored lithograph picture of a modern sort on the container and the chances are that all of us would begin to look with suspicion upon its contents. If an article has had sufficient merit to last and be popular through so many generations, then why tamper with any part of it?"

#### WHERE A NEW MARK MAY CAPTURE TRADE

But unfortunately some convincing facts set forth by manufacturers of world-known products, long in the market, seem to refute the wisdom of accepting all of the above as a hard and fast rule. The same old human equation is aggressively present. The trust people have, in a proved article, seems to weaken as time passes. Great-great-grandmother may have had abiding faith in something or other. This faith and tendency to purchase is handed down to the next generation. The third generation must, of necessity, be influenced, but by this time other like articles have been placed upon the market, have been splendidly exploited and have won their own adherents and exponents and when the fourth generation is reached there is a sign of wavering. It's only human. A large percentage of us, especially in this particular generation, have a weakness for the new and the original and the "stunty" and the out-of-the-ordinary.

So along comes a very handsomely gotten-up container, cov-

ered all over with grand opera stars and pretty colored furbelows and dimdiddles and we can't resist the temptation to "just try those once!" At heart, we may still be true to Smith Brothers—and goodness knows the army is legion of those who are—but there is that liberal percentage of us, nevertheless, who begin to stray from the fold. The other box is prettier and brighter and cleaner and more sanitary and more up-to-date. Why should its contents not be equally wholesome? Is there not a possibility that chemistry has given us something a bit better and more progressive in the way of a cough drop? The thought is not to be despised that in planning a carton design we would do well to make it more or less non-committal—something which time shall not too greatly affect.

#### UNEXPECTED SOURCE OF A SUCCESSFUL TRADE-MARK

The histories of various nationally known trade-marks would make really interesting reading of a character not usually found in advertising literature. A certain large manufacturing industry decided that a trade-mark must be found as a means of "tying up" its various brands. The advertising agency handling the account and several local artists pounced upon the proposition and sketches were submitted in voluminous quantity. At the expiration of a month and a half nothing of any consequence had been hit upon. Inspiration just wouldn't come—and there's something strange about it all—one inevitably and invariably *knows* when the right idea has been struck.

One afternoon a grimy little fellow from one of the machine shops asked to see the sales manager. He stood politely outside the door, oil-soaked cap in one hand and a dilapidated piece of brown wrapping paper in the other. He went on to explain that he had read in the organization's house organ the effort that was being made to secure a suitable trademark for national exploitation and that while he was in no sense an

artist, he had scratched off something and asked an opportunity to present it. Would the sales manager kindly put it on file with the others? When Mr. Sales Manager picked up that bit of crumpled paper and looked at it his dignity fled from him and he let out a war-whoop of genuine and unadulterated joy. The mechanic in a few mussy scrawls had supplied the very thought they were after—the germ—the basic idea, the hook upon which to hang the finished product.

In a recent contest held by a manufacturer of widely distributed crackers, cookies, cakes, etc., a several-hundred-dollar prize was offered for the best idea for a trade-mark for a new cracker in odd shape. Three committee-rooms were plastered with sketches. They came from almost every city of any size in the United States and not a few had their origin in the art centers of Berlin, Paris and London. But a little seven-year-old country girl, born and raised in the Kansas corn belt, won the prize. She didn't win it because of technique or craftsmanship, or for being a better draughtsman than the rest—she won it because she had "schemed out" a mighty clever name, with an appropriate and entirely original trade-mark symbol to go with it.

The tendency on the part of far too many manufacturers is to crowd into their trade-marks the entire history of their businesses—when founded, why, six or seven more or less popular slogans, the president's picture and a look-down view of the five leading territorial factories. If the public made it a practice to carry a magnifying glass around with it for all occasions, there might be some excuse for the launching of these pyrotechnical displays on patchwork business symbols. But trade-marks form only a part of an advertisement, or a dot on a big packing case, or a design in one corner of a letterhead. If they make themselves felt at all, they must do so by sheer force of originality and—very important—simplicity.

## *Thousands of Merchants Respond to Dealer Work*

Here is some news of our trade issue, "Today's Magazine for Merchants," which went out to 43,000 dealers and 7,000 jobbers about twenty days ago:

So far, about 5,000 dealers and jobbers have written to us and to our advertisers. This is a 10% return in twenty days. We and our advertisers are greatly pleased.

We have heard also from wives of the 43,000 dealers, whose aid we invoked to get the attention of the husband. This novel plan is a complete success. About 4,000 of them have written us. A third of the number use their husband's business envelope.

We already have enough returns to stamp the trade issue as a complete success.

The next issue will be published next August. Don't let another day go by without investigating what this re-advertising service offers you.

**Today's Magazine for Women**  
Circulation 800,000 Mostly in Small Communities

THE WOMAN'S  
HOME COMPANION  
FOR APRIL, 1915

is the

**777<sup>th</sup> Successive Issue**

Think how much national progress those  
777 issues have influenced—

- The campaign for pure food
- The campaign for cleaner retail stores
- The campaign against child labor
- The campaign for Better Babies
- The campaign for Better Films

The whole story of the 777 numbers can be  
told in a single word:

**I N F L U E N C E**, the power of the  
Woman's Home Companion to make  
its readers *act*.

---

**WOMAN'S HOME COMPANION**  
GEORGE D. BUCKLEY  
ADVERTISING MANAGER

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## Attitude of Post Office Regarding Keyed Advertisements

The Department at Washington Shows Why Some Systems of Keying Are Preferable to Others — Rulings Are Left Almost Wholly to Discretion of Local Postmasters

THE J. F. SINGLETON COMPANY  
Advertising

COLUMBUS, O., Feb. 23, 1915.

*Editor of PRINTERS' INK:*

About a week ago we were very much surprised to receive notification from one of our clients in Chicago that the post-office authorities "kicked" on the use of box numbers in connection with advertisements carrying same as key numbers. It seems that, in this particular case, they were so insistent that we had to make a complete new series of electrotypes for a large list of publications, in which we had to give the street number of the client in connection with our box number which represented the keys.

The firm in question is of international importance and represents more than just a small mail-order concern, not generally known to postal authorities. This is the first time in our experience that the postal authorities have taken exception to the use of box numbers as a means of identification, and we would appreciate very much if you would inform us whether or not a case of this kind has been brought to your attention before this.

THE J. F. SINGLETON CO.  
Per A. KRUHM.

**K**EYING of advertisements, when the keying system involves the use of fictitious box numbers, street numbers or office building numbers, is discouraged by the Post-Office Department on the ground that such practice tends to confuse postal employees and induce "lost motion" in the distribution and delivery of mail. This policy is not a new one, though, apparently, it is only recently that it has been brought to the attention of many advertisers.

The Post-Office Department, as its attitude has just been indicated to PRINTERS' INK by the officials at Washington, has no objection to the use by an advertiser of any keying system that does not impinge the regulation addressing system that is depended upon to enable the delivery of mail, but does object to any "key" that might tend to complicate the han-

dling of the mails. It was pointed out at the office of the First Assistant Postmaster-General that there are numerous keying systems for which the Department has no criticism whatever. For example, there was cited the plan whereby advertisers make use of "departments" for tracing the origin of replies. Inasmuch as the organization of the average local post-office embraces nothing known as a "department," the use of the term cannot possibly operate to confuse a distributing clerk, whereas such confusion might arise where mail bears, as keys, private box numbers similar or identical with the numbers of the lock and call boxes in the local post-office.

There are no statutes or postal regulations bearing upon the use of "keys" upon mail, and the department has made very few rulings on the subject, for the reason that this is a matter that is left almost wholly to the discretion of local postmasters. However, in one recent case which was carried to Washington on appeal from the decision of a local postmaster, the department upheld the action of the local authority in treating as "undeliverable" mail which bore as "keys" the street numbers represented by vacant lots. In a second recent case the department refused its sanction to the scheme of a mail-order man who was located in an apartment house and sought to use as "keys" the numbers of the lots on which the building stood.

### IN THIS INSTANCE LOCAL RULING WOULD BE UPHELD

The case which is now enlisting the attention of many advertisers—the reported objection on the part of the postal authorities at Chicago to the use of box numbers as keys—has never been brought officially to the attention of the department at Washington. However, when the circumstances at Chicago, as reported, were recited by a representative of PRINTERS' INK, William R. Spillman, Superintendent of the Division of City Delivery of the Post-Office Department, replied that the Chi-

cago postmaster was clearly right in his ruling and that the department would endorse his attitude and support it.

"That confusion can arise from the use of fictitious box or street numbers is apparently quite inexplicable to many firms," said Mr. Spillman, "particularly large advertisers whose name and location is presumably known to every employee of the post-office at which they receive mail. However, probably none of these advertisers understand that in distributing mail a postal employee looks first, not at the name, as most persons suppose, but at the street or box address, and in the rapid operations of sorting and distributing the association of a box or street number with the name of a well-known firm is not established in the mind of the clerk, and the consequence is that the fictitious number is accepted for the instant as a real address with the result that such piece of mail must be redistributed later when the mistake is detected."

Officials at the post-office department point out that every person concerned would be spared much trouble if an advertiser would only consult his local postmaster before adopting any given system of keying. Conditions vary radically at different post-offices. By way of illustration there was cited the practice of some advertisers of using "Suite" numbers as keys. In a town or small city where there are presumably no large office buildings the use of such a system probably could not cause any confusion, but exactly the opposite would likely be true in a large city where there are innumerable office buildings, each made up of numbered or lettered suites.

The attitude of the Department was sounded with respect to the use of identifying "Stations" which are employed by a number of advertisers as keys in lieu of street or box numbers, and to which, so far as known, there has been no objection by any local postmaster. Probably no fault could be found with such a system, it was stated, so long as advertisers make use of

numbered stations, but the Department could not countenance the use of fictitious lettered stations for the reason that the post-office in the average city has its own lettered stations scattered throughout the city. Of course, it will be appreciated that such objections as have been registered by the postal officials have no application whatever in the case of advertisers who rent the various post-office boxes represented by their key numbers or who occupy premises covering a series of street numbers or numbered offices in an office building, the respective individual numbers of which series are employed for keying purposes.—[Ed. PRINTERS' INK.]

#### Lumber Advertising Fund Assured

The initial \$50,000 of the \$1,000,000 fund called for in the trade promotional plan adopted by the Forest Products Federation at its meeting in Chicago on February 24 and 25 has been over-subscribed, thus providing finances to begin the market extension work. The promotional plan as approved by the executive committee calls for a central bureau, to be called the Department of Trade Extension, which will conduct campaigns of education, direct scientific investigation, and serve as an investigator of better methods of merchandising. The department will now begin its work, as \$50,000 has been subscribed to finance it, the intention being to secure at least \$200,000 yearly for five years.

The report of the committee on promotion laid down the principle that the work of the department should be promotive rather than competitive. It gave the advertising expenditures of five manufacturers of wood substitutes as \$800,000. House organs were mentioned, a single issue of which cost over \$4,000. Aggregate advertising of lumber substitutes was estimated at over \$6,500,000 annually.

A PRINTERS' INK tabulation was read, showing per cent of advertising expenditure to gross sales. In lumber one per cent on mill prices (not delivered prices) would produce \$5,700,000.

The report further pointed out that lumber product from various mills has little individuality. It offers little incentive to individual promotion, and hence the necessity of co-operative effort to promote lumber in behalf of the entire industry.

W. H. Sampson of the advertising department of Rice & Hutchins, Boston, has joined the staff of the *Shoe Retailer* and will have charge of its service department.

## The First Money-Back Offer in Subscription Work

THE first formal guarantee that money would be refunded to subscribers who no longer desired the paper was announced by The Farm Journal in September, 1912.

This means even more to the advertisers than did the "Fair Play" notice originated by The Farm Journal in 1880. The latter, because it gave readers confidence in advertising, largely increased results. The newer guarantee assures the advertiser that our circulation is composed wholly of interested readers who prefer the paper to their money.

To understand how easy it is for a reader to get his money back, read the guarantee:

"Realizing that persons acquainted with The Farm Journal may hesitate to subscribe and pay for five or ten years in advance, we guarantee absolutely:

"(1) That within three months after paying for The Farm Journal any subscriber may notify us to stop the paper, and the full amount paid for the subscription will be refunded;

"(2) That after three months any subscriber may order The Farm Journal discontinued; for any reason, or for no reason whatsoever, and the unused proportion of the amount paid for the subscription will be refunded."

As anyone can see, such a guarantee inevitably insures a high

quality of circulation. That our sales efforts are distinctly along these quality lines is shown by the fact that only eleven people asked for their money back during 1914—eleven out of an average circulation of 910,461.

To insure this same high quality in the subscriptions sent us by agencies, agents, and other publishers, we accept their orders only under the terms of our guarantee. Perhaps this is not particularly important, for less than eight per cent of our circulation comes from other than our own advertising, circularizing and club-raisers' efforts. One reason for this small outside production is because of our insistence that all orders pass the guarantee test. The other reason is that practically all publications, magazines, weeklies, farm papers, etc., offer to pay the producer more liberally than we do. Inasmuch as The Farm Journal is well advertised, and therefore comparatively easy to sell, we are somewhat in the position of the manufacturer whose goods have a national reputation, but finds that competitors allow jobbers and dealers bottomless discounts in the hope of getting them to push their little-known brands. Like these manufacturers, too, we know we are on the right track and so stick to our policy, for we have a quality product, advertise it well, sell it at a fair price to the consumer and allow the distributor a reasonable profit.

The fact that the guarantee also applies to clubbing subscriptions

may explain why we get so few. However, no guarantee seems very necessary as clubbing offers don't go far toward inducing subscriptions, although they are a great convenience to the subscriber. What counts is the reputation and worth of the publications, and not the group price. Publishers used to think otherwise and cut prices right and left to induce the mail-order subscription agencies to get orders. But since they have put their money into advertising instead of into rate cutting, they net more money per subscription, yet their circulations average larger than four or five years ago.

Nor is our guarantee ever called upon to take care of subscribers who have been premium-induced, for we don't use premiums. It may strike you as strange that The Farm Journal is the only farm paper of big circulation which doesn't depend on such gifts, but this is the fact, as our A. B. C. report shows.

Every subscription that comes in response to our own diverse and reliable efforts, indeed every order that reaches us, is subject to the money-back guarantee. Remember, too, that we protect sub-

scribers for the entire time paid for. Observe also that none of our subscriptions are in arrears, and you will readily understand why The Farm Journal's circulation is so high in quality that quantity is rarely discussed; so uniformly resultful that advertisers never seek free or "bonus" circulation; so thoroughly "digested" that a thousand inquiries from The Farm Journal are esteemed as being worth more than the same number of replies from other sources.

Because we are proud of our own methods, and eager to discuss them, we suggest that when you seek to know real facts about circulation you ask us here at headquarters. However, don't construe this as an invitation to consult about the other fellow's scheme. It is obvious that, in advertising The Farm Journal, we have had to look into circulation methods generally, but we prefer to hoe our own row and let the other fellow hoe his. Therefore, go to the other paper for its story and come to us for the facts of our work and our guarantee, the first ever announced by any farm paper anywhere.

**The Farm Journal**  
A. B. C. MEMBER  
Washington Square  
Philadelphia

# Consignment As Price-Protection Device—II

By Charles W. Hurd

JUSTICE HOLMES, of the Supreme Court, thought the consignment system would give manufacturers the right to maintain a resale price on their goods. The majority of the court, in the case of the Dr. Miles Medical Company against John D. Park & Sons, had found that the Miles contract was unenforceable because it sought to restrain trade in the goods after title in them had passed to the retailer. Justice Holmes wrote in a dissenting opinion:

"If it (the manufacturer) should make the retail dealers also agents in law as well as in name, and retain the title until the goods left their hands, I cannot conceive that even the present enthusiasm for regulating the prices to be charged by other people would deny that the owner was acting within his rights."

Justice Holmes was merely stating what could be done — what could be done *at that time*. It is not certain that the same thing would be held lawful by the Supreme Court to-day. Some lawyers believe the courts will end by holding some forms of consignment contracts, such as those calling for initial or advance payments under whatever name, to be mere subterfuges and in substance nothing else than partial payments on *sales*.

But there is also the possibility that they may not, and the possibility is one that can not be lightly dismissed when it is regarded seriously by many manufacturers and their legal advisers.

In the meantime what has been the experience of the Dr. Miles Medical Company, which lost no time after the adverse decision in acting upon Justice Holmes' advice?

The old arrangement with the dealers was through what were called "agency contracts." Prac-

tically the only difference between these and the newer "agency appointments" is in making the Dr. Miles Medical Company retain title in the goods or the proceeds from their sale, less wholesale or retail commissions. The wording, of course, had to be substantially changed.

## THE NEW ARRANGEMENTS

By the new arrangement the company consigns to its "distributing agents," who consign in turn to the "retail agents." To retail agents the commission is twenty-five per cent, or "for advances covering any consignments within thirty days" thirty-three and one-third per cent, with an additional one per cent within ten days.

Extra commissions are given for remittances or advances of \$24 and \$48 and more. In any event, however, the title remains in the manufacturer until actually sold to the consumer. The provision for price maintenance is the same as in the old contract. Consignment in a small number of cases is made direct to the retailer.

The "distributing agency appointment" provides a jobbing discount or commission and arranges for a system of reports of sales, with special record of the serial numbers on the packages.

There is no reference whatever in the distributing agency contract to the maintenance of the retail prices, but a paragraph reads:

"The Distributing Agent shall promptly distribute and deliver, by consignment only, said preparations so consigned for distribution under the provisions hereof, to such Local Agents of the Medical Company as are *named on lists* to be furnished from time to time to the Distributing Agent by the Medical Company, but the Distributing Agent need not consign to any Local Agent whose solv-

ency, promptitude or *good faith* the Distributing Agent has good reason to doubt."

The italics are our own. They show how the control of the price

has not been tested. Certainly it would not be possible to say much less or make the distributing agent's part less conscious and more automatic than is here done.

## LOCAL AGENCY APPOINTMENT

The Dr. Miles Medical Company, a co-partnership whose principal place of business is at Elkhart, Indiana, hereby appoints

..... of .....  
a Local Agent for the sale of its medicinal preparations, at retail, subject to the terms and conditions following:

Such preparations may be supplied, either directly by the Medical Company, or through its Distributing Agents, upon consignment, for sale for account of the Medical Company at retail only to consumers, and the title thereto and ownership thereof shall remain in said Medical Company until the same are sold; and the said Local Agent shall not sell or transfer such preparations to wholesale dealers or other retail dealers. The title of the proceeds shall also vest in and belong to the Medical Company until accounted for to said Company. The values at which said preparations shall be invoiced and consigned to the Local Agent, shall, until further notice, be as follows:

|  |
|--|
| \$12.00 per dozen for preparations retailing at \$1.00 |
| 6.00 per dozen for preparations retailing at .50       |
| 3.00 per dozen for preparations retailing at .25       |

Said Local Agent shall be allowed a commission of 25% on such valuation for all services in the handling and sale of the said preparations of the Medical Company, provided such Local Agent shall forward to the Distributing Agent, or the Medical Company, by which or whom the preparations were consigned to the Local Agent, not later than the tenth of each month, statements of all sales for the month preceding, with remittances, less commissions, to cover such sales. Any failure to forward such statement and remittance, as herein required, shall forfeit all commissions and make this agency terminable by the Medical Company. Should such Local Agent make advances covering any consignments within 30 days from the date thereof, the commissions shall be 38½% of the invoice value, with a further commission of 1% on the net amount, if such advance be made within 10 days from the date of shipment. Such advances, however, are at the option of the Local Agent, and shall, in no manner, affect the title of such preparations, which shall remain in the Medical Company until actually sold to a consumer, as hereinbefore required.

When any remittance herein provided for, or any advance, if made, shall amount to \$24, a special commission of 3% on the sum so remitted shall be allowed; and if the remittance so advanced amounts to \$48, or more, a special commission of 5% will be allowed.

Freight will be paid on consignments of the value of \$72 or more, if made direct from the laboratory of the Medical Company.

The Local Agent shall not, and hereby expressly agrees not to, sell or dispose of the preparations of the Medical Company, so consigned, at less than the full retail price thereof, as fixed by the Medical Company, and printed or stamped upon the packages; not to sell or to supply such preparations to other dealers, wholesale or retail; not to make any sales of such preparations except at retail to consumers, for actual use and without discount or reduction of price for quantity, and without any concession by way of gifts, prizes, trading stamps or bonuses of any kind; to faithfully and promptly account for the proceeds of all sales to the Distributing Agent, or the Medical Company, as the case may be, and to return all unsold preparations upon the termination of the agency, in which event all advance payments upon the goods so returned, shall be refunded.

The agency hereby created may be terminated at the pleasure of either party.

This appointment shall become operative when the duplicate acceptance hereof by the Local Agent, properly signed in ink, shall be received and accepted by said Medical Company.

is exerted. The intention obviously is to keep the jobber or "distributing agent" from being a conscious or recognized party to any price-fixing agreement. How far the contract is successful in this

The status of the present contracts after two or three years of experience is thus described by the assistant secretary of the company, F. K. Fernald:

"First, the condition in our line



There is no particular reason why Leslie's "rated sales" plan should not be successfully worked by other publications.

### It requires only four things:

1. A periodical equally as attractive as Leslie's to conservative, practical and successful people.
2. A frank desire on the part of the publisher to sell his publication to as many people with whom it naturally "belongs" as possible—and to as few of the shifting and commonplace sort as possible.
3. A bonus plan to the circulation salesmen that makes it more profitable for them to sell the publication to the best people—those with whom it naturally "belongs"—rather than to "anybody with the price."
4. A little more patience and more avoidance of the spectacular than a desire for rapid growth in circulation quantity will permit.

We, being somewhat old-fashioned, are more interested in having, not an unusually *large* circulation, but an unusually *good* circulation.

And our growth in "rated sales" seems to justify us—and also to justify our 6,961 lines gain in February.

### *Leslie's Illustrated Weekly Newspaper*

New York

LUTHER D. FERNALD, ADVERTISING MANAGER

10c per issue  
\$5 per year

## TAKING the "T" OUT of "CAN'T"

"It can't be done!" Many predicted disaster. Few prophesied success. Nevertheless THE TRIBUNE cast aside all consideration for former standards of newspaper practice, locked its columns against fraudulent, reckless and doubtful advertising, and placed a *Tribune Moneyback Guarantee* back of all goods advertised in its columns. Then followed the Samuel Hopkins Adams Articles. They showed in no uncertain manner that THE TRIBUNE'S policy meant business. The net results have more than justified expectations. THE TRIBUNE is marching on—"the liveliest newspaper in New York City."

### 97% Increase City Circulation

During the past twelve months THE TRIBUNE has made the startling gain of more than ninety-seven per cent in net paid city circulation. The gain has been a steady month by month growth of the most desirable character.

### Only Paper To Gain Advertising

During first two months of 1915 THE TRIBUNE has gained 19,822 agate lines above the amount published in same period last year. This was accomplished while all other New York morning newspapers lost.

*Member of Audit Bureau of Circulations*

# The New York Tribune

*First to Last—The Truth  
News—Editorials—Advertisements*

Send 10 cents in stamps or silver for reprint of **Samuel Hopkins Adams Articles**—an 88-page booklet that should be in the hands of every publisher in the United States.

so far as our price protection plan is concerned is fairly satisfactory. There are but very few localities in which full advertised prices are not obtained by dealers for our goods. The modified plan of selling by means of accredited agents on commission has worked out very well, although there is more or less red tape and annoyance connected with the actual conduct of the business in detail.

"We have had no litigation whatever on the new proposition. We do not contemplate any further changes, but are hoping that some such measure as the Stevens Bill will be passed by Congress, so that we may be able to market our goods without the necessity of a more or less complicated commission plan, most of the details of which, however, are naturally due to the fact that ninety-five per cent of our product reaches the retail dealer *through* the hands of the jobber.

#### RETAILERS NOT ENTIRELY RECONCILED

"Second, you ask us if the retailers and wholesalers have become entirely reconciled to the plan. On account of the use of the word 'entirely' we have to say 'no' in answer to this question. We might perhaps say that nearly everyone is reconciled to it, although the difficulties and details have been recognized by the parties concerned. Of course, we ourselves are subjected to a good deal of annoyance and extra work and expense in connection with the routine work, but we try to look pleasant all the time because the commission plan is the only plan we know of which can be handled successfully and legally.

"As far as the retailer is concerned we think that the effort we are making has been very generously appreciated by the great majority of dealers, and yet it is but human nature that the fellow who accepts a favor desires it without any strings tied to it which involve work on his part, and certainly the retailer is subjected to some annoyance, although it is trifling if he once has an understanding of the situation.

"We believe that the jobbers generally regard the plan as an unmitigated nuisance. Many of them, however, carry on the work pleasantly because of a real desire to advance the fortunes of the full-price plan, and also an entire willingness to benefit their retail customers. The attitude of the jobber varies from this rather whole-hearted acceptance of the plan to a condition where a refusal of the work at all under the plan is prevented only by the probable effect of such refusal on the retail trade. The attitude of the various jobbers is also influenced considerably by the amount of cutting in their particular locality, and by this amount of cutting they seem to gauge the necessity for enforcing such a plan.

"On the whole, considering the magnitude of the task which confronted us, we think we have been remarkably successful.

#### CO-OPERATIVE MOVEMENT WORRIES JOBBER

"There is one feature which may cause some trouble, and that is the uneasiness of the wholesaler at the growth of the co-operative movement in the retail trade, and their disinclination for that reason to be bound by price restrictions. We do not think as yet, however, that any restrictions have been removed from our goods because the competition from the co-operative concerns, while it is very serious on the general line, does not affect our line, and may not affect our agency relations with the wholesale trade at large."

There we have the situation with respect to consignment selling. The Dr. Miles Medical Company's experience may be called a typical one, or rather better than the typical one, we may imagine. More expensive than the straight selling, the plan is burdened with red tape and it is not absolutely storm-proof where price-cutting is concerned. The number of such attacks are few, now, but then this is the experience of many unprotected lines at present; nobody is throwing away profits in these days if he can avoid it. But would the system stand the test

of other times when the costs should be less or the margin of profit greater, and the temptation and possibility of cutting be so much more enhanced? Mr. Fernald's own testimony shows how much the system depends for its success on the forbearance and co-operation of the dealer and jobber.

A more important question is, is the contract enforceable, is it safe, is it permanent, or can the Sherman law be so extended as to cover this in turn as it has done other usages formerly considered beyond reproach? Where is the assurance on this to come from? Justice Holmes did not say consignment as a price-protection device was safe; he merely said he could not "conceive" how it could be condemned. It probably is safe now, but that at least one company that had used the system with more than ordinary success, J. C. Crane & Co., distributors of El Caya toilet preparations, considers discretion the better part of valor, may be inferred from the fact that it abandoned the system six months ago.

#### OTHER POSSIBLE ADVANTAGES

But if its power to protect the resale price without direct dealing with the retailer is in doubt, and that is impracticable for most manufacturers, what other possible advantages can be claimed for it? It calls for more capital even under the best conditions. If jobbers and retailers acted in the line of their best interests by buying in quantity and taking the best discounts, the system would work out not very much differently from what it would under any other arrangement. This would be so particularly in the larger stores of the big cities, where the rapid turnovers would make consignment and straight sales practically the same.

But outside of the large stores in the large cities, under actual conditions, it would be difficult to keep consignment costs in any reasonable ratio to those of straight selling. A great deal of capital would have to be locked up in goods scattered all over the coun-

try which would sell slowly and on which the average retailer would certainly not make advances. A further consideration is that if the dead stock or returned goods problem is a serious one under present conditions, what would it be under those of consignment; how could it help being even more serious?

The evidence is not such as to induce any manufacturer who can *sell his goods* in the ordinary way to abandon it for the consignment plan. Those manufacturers who try it generally do so for a season only. They lack faith or courage or capital to push their goods on the latter's merits. The exceptions are the manufacturers who seek by means of consignment to maintain the resale price; or, as in the jewelry trade, the importers of precious stones who send out their goods to dealers to be examined and possibly sold forthwith; or, as in the piano business, where, in some cases, all of the existing dealers being tied up to other manufacturers, it is necessary for the manufacturers to create new agencies and it is safer as a credit proposition to place them out on consignment than to sell them.

But there are other interests the national distributor may have in consignment aside from the possible price-protection it may give. It might, if practised generally, lessen the abuse of the guarantee, by putting all goods on the same basis, and so depriving the guarantee of any special advertising value. This is killing the guarantee to stop the abuse of it. That might appeal to manufacturers in some lines where guarantee abuse and the returned goods evil flourish.

Competition from consignments may never be continuous, but it may be troublesome and expensive from time to time, as detailed in a recent story in PRINTERS' INK about the experience of a Southern shoe manufacturer. It can do a good deal of damage while it lasts, and if it gives a competitor a permanent footing, it may be serious indeed.

(To be concluded)

## Hitching Your Goods to the Movies

Twenty seven million people in the United States and Canada attend the movies daily. This tremendous circulation as a single unit is now put at your disposal.

Everybody goes to the movies. Every fair sized village in the United States has its movie theatre. Towns like Essex, Conn. with only 2000 inhabitants have three; Pittsburg, Kansas with a population of 15,000 has five, while New York has 900.

We have harnessed the power of the movies—that great Niagara of advertising. We have so controlled and shaped its advertising possibilities, that now it can definitely and readily be used by manufacturer and retailer alike.

Our plan is complete in every detail. It is simply this—to have manufacturers pack with their merchandise, or retailers distribute with their sales, moving picture admission tickets.

These tickets are made as a whole or in part. Each ticket or ticket fraction packed with your goods carries your own advertising.

You buy them in any denomination—one-twentieth, five twentieths, twenty twentieths or any fraction you desire.

You decide how many fractions you can give with your goods. Nothing printed on the tickets fixes the value of the merchandise with which they are packed. You buy the tickets and they bear your advertisement.

They are redeemable, by the consumer, at any moving picture theatre in the United States or Canada. That means a redemption station "right around the corner anywhere."

To satisfactorily work out this plan, we enlisted the largest motion picture concern in the world—the Universal Film Manufacturing Company.

The Universal Film Manufacturing Co. with its millions of dollars



of cash resources, stands behind these tickets—their guarantee appears on the face of each ticket and means that through their 72 exchanges they will cash these tickets for face value from any and all Moving Picture Theatre Owners.

Our organization cooperates with manufacturers, dealers and motion picture theatre owners in completing the details in each case, for the greatest benefit of all concerned.

Part of our service to our customers includes a complete campaign for theatre owners to encourage the use of Universal Movie Tickets.

Never before has a plan of advertising and merchandising combined the pulling forces of this one.

Through it you can buy a tremendous circulation at a small cost and retain the continuous interest in your product of retailer and consumer.

Our plan is elastic enough to meet the requirements of any particular business.

*Hitch it to yours and  
Watch it Move.*

(Over)

# Send Your Customers

The acceptance of your invitation means the purchase of your goods by millions of people daily.

Just think of having this tremendous number of people taking a constant interest in the advertising of your goods.

The big  
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thou  
word

## Turning Ticket Fractions Into

Each ticket fraction represents one-twentieth of a Universal Movie Ticket.

You pack as many fractions with your goods as you like. The customer pastes these fractions together as indicated until he has made up a complete ticket, namely, twenty ticket fractions pasted one below the other.

It is t  
Picture  
No long  
catalog to re  
tails perfectly i  
and which kee



(Copyrighted 1915)

This is a miniature reproduction of one Universal ticket fraction. It is the smallest ticket we sell.

Robyn-Kander Movie Ticket Corporation.  
30 East 42d Street, New York, N. Y.



# ers to the Movies

The biggest advertising and merchandising plan ever conceived—yet the people understand and appreciate it as easily as though it were explained to them in words one syllable.

## Interest Complete Tickets

It is the good for a five cent admission to any Moving Picture Theatre in the United States or Canada.

No long time saving until they cash in; no complicated catalog to refer to; but a simple complete plan which dovetails perfectly into any advertising and merchandising policy and which keeps the interest keenly alive from start to finish.



(Copyrighted 1915)

This is a miniature reproduction of a complete Universal Movie Ticket.

## Let Us Show You How to Join Forces with the Movies

Every manufacturer and retailer faces a different selling problem. We have a special department which will show you how you can best utilize the great power of the movies to your own advantage.

We invite correspondence from any business man who realizes that this plan of ours offers many advantages not to be obtained in any other way.

Or if you see its many advantages and are puzzled as to how to utilize them in connection with your particular business, we shall be pleased to show you how to make this plan work for you.

The coupon is for your convenience—use it.

**Robyn-Kander Movie Ticket Corporation**  
**30 East 42d Street, New York, N. Y.**

.....  
TEAR HERE

**Robyn-Kander Movie Ticket Corporation**  
**30 East 42d Street, New York, N. Y.**

Gentlemen:---

How can I utilize your Movie Ticket Plan in connection  
with my business which is .....

.....  
Very truly yours,

Name .....

City ..... State .....

In answering the above question kindly refer all communications

To .....

## How to Get Dealers to Use "Helps"

**K**nowing That It's Easy Enough to "Furnish" Electros, But to Get Them Used Is Another Matter, This Writer Gives Suggestions for Solving the Problem Which Fit Many Lines

By Charles McMurdy

"**D**EALER electros? Sure, we furnish 'em."

Of course, but do you any more than just furnish them?

Do you see that they are *used*, that you get maximum publicity out of them?

Do you know what percentage of your dealers ordered them last year, what percentage of those who ordered them *used* them, how many inches of free advertising you got out of all you sent out? Some advertisers do—some don't.

An electrotype makes a mighty handy paper weight for the dealer's desk. Besides, they're handy to drive tacks with when you can't find the hammer, and they make a handy thing for the dealer to lay his cigar down on, so it won't burn the desk.

It's easy enough to send out electros, but to get them used isn't so easy.

Some advertisers forget that there are a whole lot of other fellows sending out "dealer electros," "dealer helps," "dealer literature" and other valuable and interesting "dealer" things. To hear them talk, you'd just think the dealer would be waiting out in front of his store to see if the mail man had brought that particular manufacturer's electros, and that when the long-looked-for package arrived he'd stand on his head and joyously wave his legs in the air. It isn't quite such a delightful novelty to the dealer as all that.

In the fall of 1912 a big manufacturing company g. out a large edition of expensive books containing copy for dealers to use in their newspaper advertising.

The company manufactures some thirty-five pieces and styles

of machines and the book was designed so that it could be sent to any dealer, no matter whether he handled one or ten of the different kinds of machines. Copy for several different ads of each machine was furnished, so that the book contained 288 pages. Each page had an ad printed on one side only, the headline, picture of the machine, and argument, occupying the upper half or three-fourths of the space within the rectangular rule border, and the rest of the space being left blank, so that the dealer could add any additional matter he wanted to in mentioning lines of goods other than those manufactured by this company; or could, if he preferred, use only the copy furnished.

### THIS LOOKS EASY FOR MANUFACTURER

The sheets were perforated and the dealer was to tear out the ads he wanted to use, write his name and address on each one and mail them to the manufacturer, who would return them to him with the electros of the machines called for in the ads. The dealer was then to take copy and electros to his paper and have the ad set, as the manufacturer sent only the electros of the machines.

The book also contained four-color pictures of steel fence signs, pictures of lantern slides and other information usually included in a book of this kind.

This book was sent to the dealer after the salesman had secured his contract for his season's needs. The salesmen began sending in fall contracts along in August and kept it up until November and the books went out as the contracts came in.

Along in March when it was about time for the dealers to get busy with their spring advertising, a post card was sent to each dealer asking him what electros he would want for his spring newspaper campaign. The salesmen were instructed to punch the dealers up on electros.

And here is the grand climax—one little error in calculation seriously interfered with the success of the plan. In March, more than

half the dealers to whom advertising books had been sent, said that they had never seen them, or that they remembered such a book, but didn't know where it was now. One salesman reported that the dealer's little girl had cut the book up for her scrapbook.

You see, the average dealer hasn't quite as efficient a filing system as is found in the modern advertising department.

"Ticklers" are unknown to him. He has one of these "box" files on top of his desk or in the safe, and it's bulging full. So is his desk. Many dealers, when they don't know just what to do with a letter, folder, circular or something else, stick it in a pigeonhole. Pigeonholes are very handy things, but soon all the pigeonholes get filled up.

A dealer remarked to me once that he had to get a new desk.

"What's the matter with that one?" I asked.

"Why, this one is all full—I've got to get a new one," he replied.

The manufacturer had to send out half again as many of those expensive books as he had considered necessary to supply his dealers, and much of the effectiveness of the electrotype campaign was lost, because many dealers were not interested enough to ask for a second copy of the electrotype book.

#### REACHING THE DEALER AT THE PSYCHOLOGICAL MOMENT

Last year this manufacturer did not begin sending out his electrotype books until March 1st, so that they reached the dealer just when he was beginning to think about his spring newspaper campaign. He received the book just when he was ready to use it and the requests for electrotypes came in gratifying numbers.

Under the revised plan, the salesman, when he secured the dealer's contract in the fall of 1913, got the dealer to sign a request for advertising service.

The regular contract used by this manufacturer is in the form of a book of 64 pages, about  $3\frac{1}{2}$  by  $8\frac{1}{2}$ , in which are listed all the different kinds and styles of machines.

The advertising contract, as it is called, was printed on both sides of one of the leaves of this book and this leaf was perforated, so that when the contract was received at the home office, the leaf was torn out and filed in the advertising department. This advertising contract contained blank spaces in which the salesman filled in, when he made the contract with the dealer, the name of the newspaper or newspapers in which the dealer expected to advertise, whether they are dailies or weeklies, what space he expected to use and how often, also the date on which he expected to begin advertising.

These contracts were filed under date and at the proper time the dealer was sent an electrotype book, with a strong letter calling his attention to the advantage to be gained by making use of the efficient advertising service furnished free by the manufacturer.

#### UTILIZING NEWSPAPER INFLUENCE

At the same time a letter was sent to the advertising manager of the newspaper, or newspapers, which he had said he expected to advertise in. This letter was sent for the purpose of getting the newspaper man to go after the dealer for his advertising, but the letter was ostensibly merely a request that the newspaper cooperate with the dealer in giving him a good set-up and good position and in otherwise helping to give the dealer's advertising maximum efficiency.

These letters brought good returns. The newspaper man hurried over to the dealer, and as the dealer had just received his electrotype book, the newspaper man came to him just when he was interested. The dealer did not say, "I remember getting something like that three or four months ago, but I don't know where it is now," as so many had said the year before.

Together the dealer and the newspaper man sat down and "doped out" some ads; in many cases the dealer turned the whole book over to the newspaper man and asked him to take care of the

# The Straight Road to Space Buying Efficiency

The Audit Bureau of Circulations is the *only* organization that makes a personal verification and audit of the circulation information furnished Advertisers and Agents.

"A. B. C. Service" not only gives you the quantity and distribution of circulation authoritatively but establishes the quality.

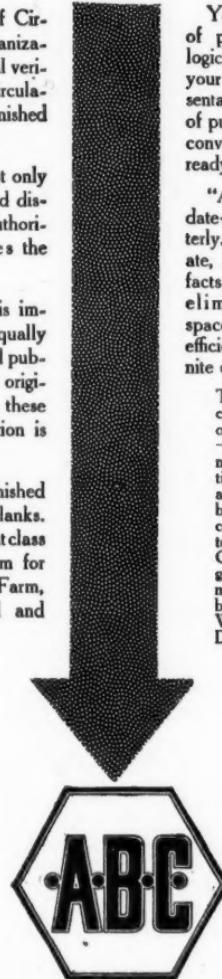
"A. B. C. Service" is impartial. It represents equally the advertiser, agency and publisher. It gets facts from original sources. It analyzes these facts so that the information is ready at hand.

All information is furnished on uniform standardized blanks. Different forms for different class of medium—separate form for Newspapers, Magazines, Farm, Trade, Class, Technical and Weekly Publications.

You compare relative value of publications, quickly and logically. You save one-half your time and confine representatives' solicitation to merits of publication. Reports are of convenient size for filing and ready reference.

"A. B. C. Service" is up to date—reports are made quarterly. It is reliable, it is accurate, it sets down figures and facts in black and white. It eliminates guess-work from space buying. It is the modern efficient means of securing definite circulation information.

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes nearly one thousand Advertisers, Advertising Agents and Publishers, pledged to buy and sell circulation on a commodity basis—both as to quality and quantity. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.



**Audit Bureau of Circulations**  
330-334 Railway Exchange Bldg., Chicago



# 8,000,000

There are eight million farmers in the United States, and they do not all read the same farm paper. Neither do they all wear the same kind of hat, go to the same church, or vote the same ticket.

Every good farm paper has its devoted followers and patrons among its readers. Each good farm paper will produce for the advertiser in proportion to its circulation, which is proved by advertisers who use keyed copy.

Farm papers thrive best and are greatest in number where farming is the best and most profitable.

You "cover territory" just in proportion to the number of good papers you use in that territory, and your results are in the same proportion.

The most successful national advertisers select mediums for their worth, and not "territory." Duplication does not concern them. That's why they are so successful.

# FARM NEWS

FARM NEWS' 400,000 circulation is mostly in the "Corn Belt," and will produce for you just the same as any other good paper in that territory.

FARM NEWS will pay any advertiser who seeks the farmer's trade.

**SIMMONS PUBLISHING COMPANY  
SPRINGFIELD, OHIO**

*Also publishers of The Family Magazine (500,000 subscribers)*

NEW YORK OFFICE  
225 Fifth Ave.  
WM. H. HOGG, Mgr.

ST. LOUIS OFFICE  
Third Nat. Bank Bldg.  
A. D. MCKINNEY, Mgr.

CHICAGO OFFICE  
1259 People's Gas Bldg.  
T. W. FARRELL, Mgr.

whole thing, merely telling him about how much space he wanted to use and how often.

Care was taken in writing to the newspapers to avoid the possibility of offending the dealer by giving him the impression that the manufacturer was "butting in" between him and his newspaper. If the letter to the newspaper had said, "Smith-Jones Hardware Company has agreed to advertise our goods in your paper, so get after them and make them get busy," or words to that effect, many dealers would have been "sore." The manufacturer was well aware that when the newspaper man hurried over to see the dealer, he would have the manufacturer's letter in his hand and would show it to the dealer.

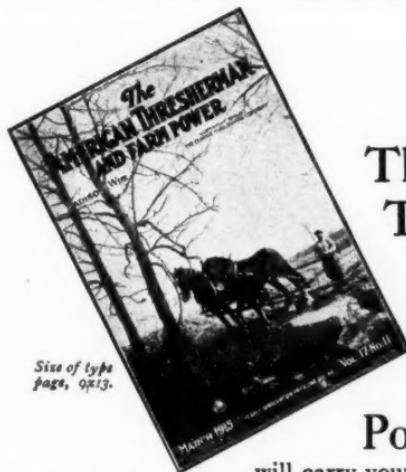
#### FOLLOW-UP CAMPAIGN

The sending of the electrotype book and letter to the dealer and the letter to the newspaper was the beginning of a carefully pre-

pared follow-up campaign which greatly increased the number of electros called for by the dealer.

If no requests for electros were received from a dealer within ten days after the electro book had been sent out, a letter was sent him reciting that fact, reminding him of his agreement to advertise, and asking him to send in his order for electros. This letter brought many laggards to time. Second and third letters were sent at intervals of ten days to dealers who had not been heard from, and each letter brought in additional requests for electros.

The cost of the electro books themselves was decreased by getting out several editions. Instead of having all the different ads on all the different kinds and styles of machines, in one large book, six books were gotten out, each one containing ads of a certain kind of machine, but the dealer was sent only the book or books containing ads of the machines which he had contracted to han-



These  
Two



## Leading Farm Power Magazines

will carry your message to the big progressive farmers of the country who use tractors and engines and automobiles. Send for FREE COPY, March issue, "THE BIG TRACTOR NUMBER" of **American Thresherman and Farm Power.**

*Advertising rates, closing dates, etc., sent on request.*

**CLARKE PUBLISHING CO.**

NEW YORK  
Paul W. Minnick  
Marbridge Bldg.

INDIANAPOLIS  
J. B. Parker  
2009 Central Ave.

**Madison, Wis.**

CHICAGO  
J. C. Rogers  
Hearst Bldg.

dle. It was found that the dealers took more interest in these smaller books, containing only their machines, than they did in the large books which contained so many ads in which they were not interested.

Another improvement was made. Instead of having the dealer tear out the sheets on which were printed the ads he wanted to use, and send them to the manufacturer, six perforated mailing cards were bound into the back of the book, so that the dealer could fill out one card at a time, requesting electrotype by number. One of these six cards called for lantern slides.

The cards received by the manufacturer were filed under dealers' names, so that this file showed at a glance just what percentage of dealers had ordered electros, who they were and how many and what numbers each had ordered. At the end of the season this file showed which ads had been most largely called for, and this information will be used in getting out this year's electrotype book.

#### LANTERN SLIDES FOLLOWED UP

When requests were received for lantern slides, a letter was sent to the moving picture theatre mentioned by the dealer. This letter was very similar to that sent to the newspapers. It informed the manager of the theatre that the manufacturer was sending slides to the dealer and asked the manager to co-operate with the dealer in securing the most effective display for them.

The "movie" man hurried around to see the dealer, just as the newspaper man did, and as the dealer had just received his slides, it was easy for the theatre man to close up a contract with him then and there.

This one letter greatly decreased the percentage of slides ordered and not used. It almost entirely did away with dealers letting slides lie around in their desks until they got broken.

The cards ordering slides were filed separately under dealers' names, so that the file showed just what percentage of dealers had ordered slides, who they

were and which slides were most popular.

Having sent out the electros, it was next necessary to check up their use. As copies of newspapers containing ads were received from either dealers or from the papers themselves, the ads were clipped and filed in a folder bearing the dealer's name. Every ten days the ad files were compared with the electrotype cards and two letters were sent, one to the dealer, the other to the newspaper. In both letters it was assumed that the electrotypes had been used, but that the sending in of the paper had merely been neglected. In many cases the letter to the newspaper brought a reply saying that the dealer was not advertising. In this case the letter was referred to the salesman who covered that territory, with the request that he find out from the dealer why he was not advertising and report.

Letters received from dealers, with copies of all letters sent them, were filed in the dealer's ad folder, letters to and from newspapers being filed under the name of the dealer referred to. In this way all correspondence relating to a certain dealer is instantly accessible.

If no ads had been received from the dealer at the end of the second ten-day period, another letter was sent him. The character of this letter depended on whether or not replies had been received from the preceding letters to the dealer and the newspaper and the nature of those replies. If there appeared to be no hope of getting the dealer to use the electros he was given up as a bad job, but the correspondence in his folder afforded some valuable information regarding him when it came to make contracts with dealers for this year.

At the end of the spring advertising season—about June 1st—the total amount of space used by all dealers was measured, showing a gratifying increase over 1913, and furnishing some good figures to present to the board of directors when this year's advertising appropriation was decided upon.

## Advertising Lifts "Armco" Iron Out of Rut of Raw Products

What Was Done

**DOUBLE-SPREAD** ads last August signal the beginning of an advertising campaign to make manufacturers of iron consumers of iron that is 99.84% instead of just iron.

As most of the ads on the market are turned by the speech and makes possible reason purity is sold, namely, manufacturers to be well-known into various Belgian publicity camps, public project the popularity product. Mill Company suddenly licensed its patents, is to justify \$8,800,000 in Belgross business figure. of its output, On of spec have

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Other

manufacturers are using Armco

(American Ingots) Iron only after

long experience with other mate-

rials and conclusive proof of the

superiority of pure and carefully

F "ARMCO SELLING CLIPS"

Selling Helps" is giving proofs of the rising in magazines, the analysis of nation by States and maps showing the in a graphic way. Helps" cost this .60 apiece, but they worth far more in the salesmen and the

Now, the theory on which the company and George Batten Company, its advertising agent, worked out the advertising campaign was that the best results would be obtained in the long run by not pressing for immediate business, but by first making the product known—making its peculiar char-

# Our Readers Tell of their experiences

**P**ERHAPS you have noticed the little lines printed in bold black type at the bottom of some of the back-of-the-book pages in *The Ladies' World*. Here is one of them: "The Ladies' World advertising columns are a catalogue of honest goods."

These little lines are our way of introducing the reader and the advertiser. They are also our assurance that they will profit by the introduction.

To be able to stand back of this assurance means the careful investigation on our part of every advertisement appearing in the magazine.

Sometimes we check up our own opinion by writing a personal letter to a reader asking for her experience in dealing with *Ladies' World* advertisers.

A little while ago we sent out a number of these letters, asking each reader to tell us about advertisers to whom she had written and what exactly had resulted from the correspondence.

#### Here are some of the replies

"I am very glad to tell you my experience with your advertisers, for from them all I had the most courteous treatment. Several of these firms I have purchased goods from for several years and have always been given the fairest dealing by them. For two, will mention the National Cloak and Suit Company and Bellas Hess. Have made frequent orders from these firms and find them to be very fair, taking goods back, even paying the postage, where not altogether satisfactory in material or fit. A "rush" order is really "rushed" and you can feel certain of receiving your order at the earliest possible moment.

"There are a number of others I have written to, and from them all came immediate and courteous replies. From several we purchased, and have since received "monthly bulletins" of their new goods, etc., which have been a great help, and in several cases caused another order.

"We, for one, appreciate *The Ladies' World's* efforts to establish a pleasant

and profitable footing between its subscribers and advertisers.

Mrs. C. A. B., Texas."

"All goods I have bought from advertisers in *The Ladies' World* are proving very satisfactory. In the grocery line I buy from my grocer, but the "ads" carried in *The Ladies' World* help one to make choice of the purest articles to be ordered from grocer.

Mrs. B. P., Missouri."

"I bought a can of honey from Earl Rulison, Amsterdam, N. Y., and was very well satisfied with it. I am going to send for some of the Educator Food products and for the aluminum double

These letters and others like them show the close personal interest and ever increasing confidence which our readers have in the advertising columns.

# THE LADIES' WORLD

# Readers friends with our advertisers

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boiler which the Quaker Oats Company advertise. I am, however, especially interested in Professor Allyn's pure food articles. In fact, that is why I subscribed for *The Ladies' World* again. Conditions of health make it necessary for my diet to be restricted, so any food, if it is pure and conforms to the conditions of my diet, I am, of course, glad to add to my somewhat limited list. Advertisements are scanned for this purpose. M. L. A., *Massachusetts.*"

"I am very much interested in mail ordering, and think you can do just as well as going to the city yourself. In fact, I know you can. I have bought a great deal by mail and have always been satisfied. The Charles William Stores is a reliable house. I have bought from them and have always been pleased with their goods, and I intend to send them still more orders.

"The National Cloak & Suit Company I have sent many orders to, and I know I could not have done any better if I had been there to pick the goods out. People do not only save money by shopping by mail, but also time. Everything always comes in good condition. I always read the advertisements in *The Ladies' World* and see many things I

and thousands of others  
ose personal touch and  
g confidence our readers  
advertising columns of

would not know about if I had not seen them there. For instance, Hinds' honey and almond cream I would not be without. And the O-Cedar mop is another thing I would never be without. If I can help you in any way to make *The Ladies' World* a better magazine, I would be glad to do so. One thing certain—I would not be without the magazine. Miss L. E. S., *New Jersey.*"

"I have bought some merchandise from various firms and am perfectly satisfied with my purchases. Have used Burnham & Morrill's fish flakes, and have baby's underwear from the Rubens, also West electric hair curlers, Blue Jay corn plasters. We expect to get a Rapid Fireless Cooker next spring. It is such a help to be able to get things from your advertisers and know they will be as represented in print.

"We are not afraid to buy any of the food stuffs advertised in *The Ladies' World*, because of the excellent work Professor Allyn is contributing to your magazine. Mrs. H. H. W., *Ohio.*"

"My samples proved satisfactory in every case, and in the case of recipe books I sent for those of which I had already used the flavoring, gelatine, or olive oil. I consider the Cuticura remedies splendid, and I shall never be without them again. Your advertisements are certainly a great help to the housewife who, like myself, has not much time to go shopping in our small country stores. We can either have our shopkeeper put in goods we would never hear of if it were not for your magazine, or order them direct ourselves.

Mrs. L. P., *Wisconsin.*"

# LIES' WORLD

If you are the Chief Executive, you should know the advantages of executive offices in Aeolian Hall. Here are delightful environment, good air, plentiful light, excellent service and absolutely central location — factors of high efficiency rarely found in combination. Practical floor plans and the Aeolian prestige of world-wide advertising are further valuable points. But let us give you all the points. Write for a De Luxe descriptive booklet.

*"Aeolian Hall—the best office location in the 42nd Street district."*



## ELLEN & JEFFERY *Agents for AEOLIAN HALL*

29-31-33 West 42nd St., New York

## Railway Appeals to People in Newspapers

The South Covington & Cincinnati Street Railway Co., operating lines in and connecting Cincinnati and the Kentucky cities on the other side of the Ohio River, is using newspaper advertising space in its fight on behalf of a 25-year franchise granted to it by the Cincinnati city council, upon which a vote will be taken as the result of referendum petitions. The company itself, finding that a referendum would be asked, initiated a petition in order to secure an early voting day, and is making its fight upon the known provisions of the franchise and the beneficial operation of its lines with reference to Cincinnati. One of the papers which has been especially vigorous in its opposition to the franchise is being used to a correspondingly large extent by the company, in order to counteract the influence of the paper's editorial and news columns.

## To Conduct National Negro Business Service

Emmett J. Scott, of Tuskegee Institute, Ala., has been appointed to organize the National Negro Business Service, the object of which is to direct merchandising and advertising campaigns for negro business concerns and secure advertising for negro papers from national advertisers.

## Advertises Public Service in a Small Town

The Board of Public Affairs, of the city of Sabina, O., recently invoked the aid of advertising to secure greater interest in the municipal light and water plants, in order to get more consumers. The taxpayers were reminded that the projects belonged to them, and were invited to inspect the plants, as well as to use their facilities. The evening hours, when the generators are working, were suggested as the best time to inspect the electric plant, in which particular interest was invoked by reason of the desire of the board to secure the use of not less than 35 electric irons, in order to make it profitable to run the plant during one morning a week!

## Large Gains in Sales by Willys-Overland

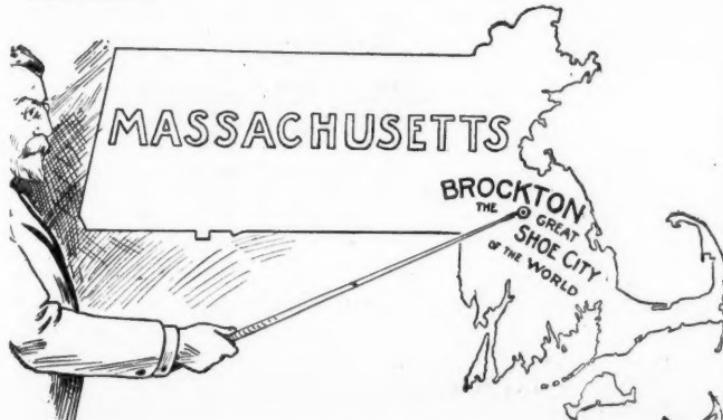
An output of between 60,000 and 65,000 cars by the Willys-Overland Company, is indicated for the fiscal year that ends June 30. This compares with 42,000 during the 1914 fiscal year.

## Glass Resigns as New York "Herald" Representative

John Glass, publishers' representative in Chicago, has resigned as special agent of the New York *Herald*.

# Brockton Daily Enterprise

One reason why the Brockton Enterprise is specially desirable for the general advertiser is that it is not only the best newspaper in Brockton but it is a Two Cent Evening Family Newspaper, going into the homes of the class of people best able and most likely to buy advertised goods. Brockton is a trading centre for more than 100,000 people and the Brockton Enterprise has an influence not to be underestimated.



Flat Advertising Rate, 35 cents per inch. Daily Edition, 14,000.

## To the Advertisers of America

### Taylor-Critchfield Co.

Takes pleasure in announcing that

### MR. STANLEY CLAGUE

One of the most capable advertising and merchandising men of today has become associated with it as Vice-President and hereafter the name of the Company will be

### Taylor-Critchfield-Clague Co.

A combination of two such forces—The Taylor-Critchfield Co. and The Clague Agency — each long recognized as a foremost power individually, suggests a new and higher degree of Advertising Agency Service.

Chicago — New York

Minneapolis — Detroit — Boston

# The St. Louis Star Gains 186,000 Agate Lines in Four Months!

DURING the past four months enough advertising has been concentrated in The St. Louis Star to make possible this wonderful record. The four months—November, December, January and February—are compared with the same months of one year ago and in the figures is included every classification of advertising except legal and city printing.

| FEBRUARY      |                 |
|---------------|-----------------|
| <b>Star</b>   | GAINED 239 Cols |
| Nearest Rival | LOST 37½ Cols   |
| Next Rival    | LOST 68 Cols    |

| JANUARY       |                 |
|---------------|-----------------|
| <b>Star</b>   | GAINED 150 Cols |
| Nearest Rival | LOST 185 Cols   |
| Next Rival    | LOST 327 Cols   |

| DECEMBER      |                 |
|---------------|-----------------|
| <b>Star</b>   | GAINED 208 Cols |
| Nearest Rival | LOST 302 Cols   |
| Next Rival    | LOST 238 Cols   |

| NOVEMBER      |                |
|---------------|----------------|
| <b>Star</b>   | GAINED 25 Cols |
| Nearest Rival | LOST 156 Cols  |
| Next Rival    | LOST 82 Cols   |

THESE figures must impress every advertiser. They indicate in a most emphatic manner that the absolute frankness and sincerity of The Star's editorial policy has produced a newspaper which has won the confidence of its great army of readers, and that these readers are making Star advertising profitable.

During these same four months the

**Combined Losses of the Star's  
Rivals Total 418,650 Agate Lines**

## THE ST. LOUIS STAR

"A Paper With a Purpose"

LEON J. VAN LAEYS, Manager.

ADVERTISING REPRESENTATIVES—JOHN M. BRANHAM CO.  
Mallers Building, Chicago. Brunswick Building, New York.

*Member of Audit Bureau of Circulations*

## *An Advertisement About Myself Written by Myself, Wm. C. Freeman*

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I have been selling advertising for newspapers as a whole for many years, although I have received compensation only from the publication that employed me.

The advertising accounts developed by me have stuck to newspapers because I made it clear to advertisers at the start that the use of several newspapers in a community as large as New York was necessary to keep them alive and make them successful. The use of only one, or even two newspapers in a large community almost invariably results in digging a commercial grave for advertisers.

If New York newspapers as a body paid me the commission on which they base the salary of their representatives, on business they are now carrying which was developed as a result of my efforts, I would be in receipt of a larger income than I ever received from any newspaper for which I worked.

Obviously, I could not receive compensation from several newspapers while identified with one.

Neither could I receive compensation from advertisers for planning their campaigns and writing advertisements for them, which I frequently did.

Neither could I receive compensation from advertising agencies which secured accounts through my efforts.

Neither could I receive compensation from organizations of business men for the many business addresses I have made at their request.

Neither could I receive compensation for sitting in council with business interests and giving freely of the information which it has taken me many years to acquire.

Neither could I receive compensation for the many articles on the subject of advertising which I have written for many publications.

I have felt for a long time that working for one newspaper restricted my field and limited my earning capacity, but I stuck to it because the newspaper habit, once acquired, gets into a man's system and becomes a part of his life, and it is hard to break away from it.

But I have taken the plunge at last. I retired from the Evening Mail recently because I felt I owed it to myself to engage in independent work, thereby placing myself in a position to receive compensation from a variety of sources. Besides, I feel I can be of greater service to more people.

Yet, frankly, I am not inspired to go into business for myself so much with the hope of making more money as I am with the hope that I will be able to accomplish more for the good of advertising.

I have some very definite advertising ideals which I wish to put into practice that mean more to me than making money. Yet if I succeed in putting them into practice I know that more money will naturally follow.

I want to establish a name in a business of my own that will live after me. I want the kind of work I stand for continued by associates who believe in me and in my ideals. When a man's work with one newspaper ceases, that is the end of it all. When his own name represents an established business with definite principles, his name and work will go on.

I will serve those who retain me to the best of my ability. I should be able to serve several interests well based on my experience.

I am about to incorporate the William C. Freeman Co., the business of which will be Advertising in its various ramifications.

My office is Room 1501, No. 2 West 45th Street, just off of Fifth Ave.

**MR. PROPRIETOR:**

Tell your advertising man not to place another large order for catalogs or books *without getting CONKEY'S price.*

ESTABLISHED 1836

**THE BOBBS-MERRILL COMPANY  
PUBLISHERS ... INDIANAPOLIS**

February 12, 1915.

W. B. Conkey Company,  
Hammond, Indiana.

Gentlemen:-

You have manufactured for us more than a half million books and have shipped them on our orders to customers in all parts of the United States.

It gives us pleasure to say that you have manufactured all these books in accordance with our specifications and that you have shipped them promptly and properly. Those who use these books commend them for their durable and artistic make-up.

Very truly yours,

THE BOBBS-MERRILL COMPANY.

JRC-JM

**W. B. CONKEY COMPANY**

*Printers, Electrotypers and Book Binders*

General Offices and Works  
**HAMMOND, INDIANA**

*The largest Makers of Catalogs & Books in America*

## "Dramatizing" Community Silver Into Prestige and Popularity

(Continued from page 12)

"Last year we tried out a new stunt, a photographing stunt. We had a Russian baron, who has been called the greatest photographer in the world, photograph Mrs. Castle. Half the young people of the country, remember, were dancing-mad, and Mrs. Castle was the exponent of the dance. The very first picture the baron took was successful. But five or six others taken later we did not find acceptable. Then, at another time, we reproduced a portrait by another well-known artist-photographer. These were our lucky strokes. Most of the other photographs, however good in their way, were not suited to our purpose. We have paid as much as \$600 for a lot of photographs of which we could use only one. I mean to make no reflection on the rest of them. I am merely indicating the standard we were trying to reach."

"The Coles Phillips' window display is one of the finest any house ever put out, and yet you do not seem to have gone in very much for window display, with the exception of that," was suggested.

"No, we try not to do perfunctory things," said Dr. Dunn. "Our consumer literature for the dealer to distribute is perfunctory, perhaps, because, while it is good, as such things go, it is in no way striking. It would not pay to make it so. We have looked into it and there is no scope for original appeal that is worth making. We never tried to do anything with window display until this particular one, because we never had anything to say and had not studied the medium. The Phillips' displays have been very successful; more than 9,000 dealers have used them."

"You are making some designs in sterling now," the interviewer said.

"That came about after our advertising campaign in England.

We secured the best dealers and soon found they wanted sterling, too. We tried to hold them off and objected that the designs in plated ware would kill any business in the sterling designs, but they demonstrated to us that the best manufacturers in England made the same designs in both plate and sterling. We gave in, and eventually advertised both kinds in this country.

"But we take pains not to let the sterling depreciate the plate. We even place the emphasis of desirability on the latter. The volume of business will always be found in it, and the competition for us there is relatively slight compared with what it would be in the sterling line. We have found our own field, and, within the past three years, have become just about as popular as the former leader of the field.

"Our advertising now runs in pages and half pages in the following mediums: *Saturday Evening Post*, *Ladies' Home Journal*, *Woman's Home Companion*, *Good Housekeeping*, *Collier's* and *Craftsman*.

"We have always believed in large space and of late years have rather restricted the list of mediums and tried to put better advertising in the space. I told PRINTERS' INK five or six years ago that I believed that \$5,000 of art work to \$25,000 of space was about the right proportion for this kind of product, though the same proportion would not necessarily hold for \$50,000 or more.

"As a matter of fact, it would be difficult to say if that is the limit. It is a question if we have begun to realize what may be done with space under the best conditions. It is not so much the idea that costs, or the so-called 'art,' as the right combination of the two, the dramatic expression of the idea. It is pure speculation as to whether any idea will ever come up that will call for such exceptionally expensive treatment as to bring the art cost up above 20 per cent. One thing is certain, the advertising world is calling for better art all the time, just as it is calling for better ideas."

# Making Salesmen Out of Technical Men

By Raymond Welch

**H**E'S a good mechanical man but he could never sell goods."

You've heard that statement many times, no doubt, and perhaps you've come to believe that it is true most of the time. Very likely you are thinking of Bill So-and-so who was a bear when it came to designing deep-drawing presses, but who failed utterly when he was put on the road to sell the product of his drawing board.

There's a large machine and tool manufacturing plant in the Middle West that faced just such a problem. For many years this concern has specialized in the manufacture of presses—big presses—and has pushed itself to a leading position in that field.

When the business was not quite as large as it is now, one of the two brothers who managed the company used to travel. This man began his career on the bench in the tool-room of the plant he now helps to manage. He had never sold goods before, but from the first he was successful. The business grew rapidly, so fast in fact that this man decided he needed help on the selling end.

The brothers looked over their list of men carefully for a possible candidate for a selling job. Finally they decided on the superintendent of the machine and tool departments, a young man who was an exceptional mechanic. He had never sold goods before.

One afternoon he was called into the office, told to bag some clothes and prepare for a trip on the road. He was given a catalogue of presses, some expense money, and lots of advice. That night he left for a nearby metropolis determined to sell as many presses as his plant could possibly build.

He returned the next day and asked to be given back his shop job. A quitter? Wait a minute.

"What's the trouble?" asked one of the partners.

"I can't sell goods," answered the embryo salesman.

"Of course you can," retorted the partner. "You know more about our presses than anyone except my brother and me. You are the logical man to sell them. Now what was the trouble yesterday?"

Then the salesman told in detail his attempt to sell some presses to an automobile manufacturer. He said that he had told of the fine material that was used in the presses and had particularized on the superiority of the design. In fact he had told the auto man that his presses were the best in the world.

"What did you tell him they would do for him?" asked the press manufacturer of his hired man.

## SALES TALK FROM BUYER'S STAND-POINT

And then came the revelation. The shop man had been so enthusiastic about the superiority of his presses that he hadn't thought about the motor-builder's side. It happened that this auto man was not a mechanical man but a production expert upon whom most of the minute technical arguments were lost.

He wanted production, service, quick deliveries, and cost reduction. The embryo salesman had talked little of these things.

"Now you back up and sell that fellow one of our D15 presses," the partner told his salesman. And the man made good. He is making good to-day because he is selling service, production—because he is looking at the buyer's end of the game, not that of his own boss.

The foregoing incident seems to typify the experiences of most technical men who enter the selling end of their business. It



## HYPOTHESIS

**G**IVEN the fact of Strathmore's continuance, year after year, as the paper-buyer's highest standard, there are but two possible hypotheses to explain the fact.

## STRATHMORE

*QUALITY COVERS  
AND PAPERS*

are either exceedingly lucky or exceedingly good. You are to choose whichever hypothesis best explains their years-long hold upon the quality market.

You are invited to write for the Strathmore Sample Books—they will help you make up your mind.

STRATHMORE  
PAPER CO.

MITTINEAGUE, MASS.  
U. S. A.



seems that mechanical details are foremost in the minds of these men as selling arguments. Often they do not stop to think that dozens of other concerns are using the same material and the same methods of manufacture. The difference lies in the completed product—in what that product can do for the prospective customer.

Not long ago there was a man who developed a unique type of steel wheel. This wheel was designed to take the place of wood wheels on all sorts of vehicles. The product had been carefully tested and there seemed to be little doubt that it was a reliable article.

The manufacturer of the wheel thought that the best way to boom his infant industry would be to get a large contract from a certain farm implement concern of national note. He jumped on the train one day and went to see this concern's president.

#### ABLE TO ANTICIPATE THE ARGUMENT

During the course of the interview the wheel manufacturer emphasized how much stronger his steel wheels were than the wooden ones then in use. He declared that no wood wheel could last anywhere near as long as his steel wheel.

"But we are having no trouble with the wood wheels we are using," the implement manufacturer replied, "and according to your prices steel wheels would cost us more than the wood ones. We can't use them, that's all."

Confronted with a price argument that was unanswerable under the existing production methods, and the statement that the article in use was satisfactory, the wheelmaker was stumped and took the next train back to his little plant.

As the train bowled along the wheel manufacturer began to review the statements made by the implement man. Suddenly the Big Idea hit him. Wood was getting scarcer every day, and the particular kind of wood that the implement concern used was gradually rising in price.

He remembered seeing Govern-

ment reports which established with certainty that the price of this and several kinds of wood would jump greatly within a few years. Then he was sure that the present types of wheels were not satisfactory, especially in one case. This instance was a steel farm wagon with wood wheels.

A few days later the wheelmaker went back to the city where the farm implement plant was located. He had with him two steel wheels. He went directly to the office of the man he had talked with before.

"I've come back to show you that my wheels will save you money and add to your reputation for reliable products," he told the implement man.

Then he outlined his proposition. They were to take one of the steel farm wagons and load it with two tons. On one side of the wagon were to be placed two wood wheels, on the other side the two steel wheels. The wagon was then to be hauled behind a motor truck at the rate of 15 miles an hour. After some persuasion the implement manufacturer agreed to the test.

Now although outwardly the wheelmaker was all confidence, way down in his heart he was shaking. He felt that his wheels would win out but he wasn't sure. The test was a joke as far as wood wheels were concerned. Before 10 miles of the test had been covered one of the wood wheels caved in. The implement man said it had been defective, but he was convinced, nevertheless, and signed the contract for steel wheels.

There is a large motor car plant that has a reputation for getting options on bright young men. Most of these promising chaps are placed in the designing department or become right-hand men of the production czars of the concern.

Just such a man caught the attention of the sales manager of the concern one day, and shortly afterward he received a summons to appear in the sales office.

"How would you like to sell cars?" he was asked.

# Canada Buys \$1,500,000 from the U. S. A. Every Working Day

CANADA is the best foreign customer of the United States, excepting only Great Britain—and this with a population about 1/6 that of the Mother country. The wants of the Canadian people are those of Americans. Canadians are as familiar with American-made products as they are with domestic manufactures. American manufacturers seeking more foreign trade will follow the line of least resistance if and when they go Canada-wards.

In planning an advertising campaign for Canada, the following are strong dailies in their respective fields—the territories which yield advertisers the best results. For rates, circulations and all other desired particulars, communicate with the publishers direct, or with their U. S. A. representatives.

|                             | NEW YORK                                     | CHICAGO                                    |
|-----------------------------|--|--|
| VANCOUVER PROVINCE .....    | LOUIS KLEBAHN,<br>I W. 34th Street           | H. De CLERQUE,<br>Mailers Building         |
| EDMONTON BULLETIN .....     | JOHN SULLIVAN,<br>5th Avenue Building        | A. R. KEATOR,<br>601 Hartford Building     |
| REGINA LEADER .....         | LOUIS KLEBAHN,<br>I W. 34th Street           | H. De CLERQUE,<br>Mailers Building         |
| WINNIPEG FREE PRESS .....   | LOUIS KLEBAHN,<br>I W. 34th Street           | H. De CLERQUE,<br>Mailers Building         |
| WINNIPEG TELEGRAM .....     | VERREE & CONKLIN,<br>225 5th Avenue          | WALLIS & SON,<br>1st Nat. Bk. Building     |
| LONDON FREE PRESS .....     | D. J. RANDALL,<br>171 Madison Avenue         | ELMER WILSON,<br>Tribune Building          |
| TORONTO GLOBE .....         | VERREE & CONKLIN,<br>225 5th Avenue          | VERREE & CONKLIN,<br>Steger Building       |
| TORONTO TELEGRAM .....      | VERREE & CONKLIN,<br>225 5th Avenue          | VERREE & CONKLIN,<br>Steger Building       |
| OTTAWA FREE PRESS .....     | CHAS. H. EDDY CO.,<br>5th Avenue Building    | CHAS. H. EDDY CO.,<br>Peoples Gas Building |
| OTTAWA JOURNAL .....        | La COSTE & MAXWELL<br>45 W. 34th Street      | La COSTE & MAXWELL<br>Marquette Building   |
| MONTREAL GAZETTE .....      | JOHN SULLIVAN,<br>5th Avenue Building        | H. De CLERQUE,<br>Mailers Building         |
| MONTREAL LA PRESSE .....    | THE W. J. MORTON CO.,<br>5th Avenue Building | THE W. J. MORTON CO.,<br>Tribune Building  |
| HALIFAX HERALD & MAIL ..... | DIRECT                                       | DIRECT                                     |

**IN CANADA USE THE DAILIES**

*Postal Life, N.Y.*

Photos by Pach Bros.  
N. Y.

**Three Distinguished Advocates**

**ROOSEVELT SAYS:** *Life Insurance increases the stability of the business world, raises its moral tone and puts a premium upon those habits of thrift and saving which are so essential to the welfare of the people as a body.*

**TAFT SAYS:** *A man in office without means most abounds the hope of making the future unusually comfortable. All a man can do under existing circumstances to safeguard his family is to get his life insured.*

**WILSON SAYS:** *If a man does not provide for his children, if he does not provide for all those dependent upon him, then he has not opened his eyes to any adequate conception of human life.*

**LIFE INSURANCE** is imperative—you, of course, know that. The question with you is **what kind of policy will best suit your needs.**

## Ask the Postal to Solve the Problem

|  |  |   |
|--|--|---|
| <b>Service</b><br>THE POSTAL WILL handle your problem through correspondence — no agent will be sent to you. There will be no agent's commission to be paid. | <b>Saving</b><br>Postal Policyholders save agent's commission. The Postal guarantees its policyholders the benefit of the savings of the usual agent's first year commission and the renewal commission on each subsequent year, thus guaranteeing substantial first year savings and thereafter annually. | <b>Safety</b><br>The Postal sets aside the full reserve required by law—now more than \$9,000,000. It carries a surplus and ample funds and a special \$100,000 deposit with the State of New York. |
|--|--|---|

When you decide upon a policy it will be sent you by mail **on approval** and as a policyholder the Postal organization and its Health Bureau will be at your service at all times for consultation and advice.

**9½%**  
Guaranteed by the Policy

**Sound Insurance At Low Net Cost**  
 is open to you through any form of Postal Life regular standard policy. Get figures for your age on **Whole-Life, Limited-Payment Life, Endowment, Joint Life, Child's Welfare, or on a Monthly Income Policy.**

Just write and say: *Mail official insurance particulars as per Printers' Ink for March 11, 1915, and be sure to give*

1. Your full name.    2. Your occupation.    3. The exact date of your birth.  
 Remember:—No agent will be sent to see you. Commission-savings thus resulting go to **you** because you deal direct.

**Postal Life Insurance Company**  
 WM. R. MALONE, President  
 35 Nassau Street, New York

For a minute the young engineer was at loss for a reply. The idea of selling motors had never entered his mind.

"Why, I believe I should like it," he answered, knowing nothing else to say half so suitable.

"Have you ever sold anything?" continued the sales manager.

"During my vacation between my junior and senior years in college I sold wheelbarrows," the engineer answered.

"Ah, I knew it," muttered the sales manager, rubbing his hands gleefully, and adding to himself that he was certainly a judge of material for salesmen.

The upshot of the matter was that the young man was enrolled in the sales department, pleasure car division. Reports on his work were not encouraging. He was sent to one of the branches operated by the factory, and it was noticed that what success he had was with persons who had owned machines before. He failed utterly and without exception whenever he tackled a man who was making the first plunge into the ranks of motorists.

He was called in from the branch, finally, and preliminary to sending him back to his drawing board, the sales manager called him into his office for a little talk. During the course of the interview several facts came out.

The engineer's idea of selling talk was a verbose description of transmission, steel analysis, starting devices, and a host of other things the ordinary mortal knows little about. His imagination seemed to be a negligible quantity. When he struck a man who had owned a car before he made good progress, for in most cases such a man knew what he was talking about and appreciated his arguments.

The technical training of the young man was deeply impressed on his mode of thinking. He had mileage costs and upkeep data of all sorts at his finger ends.

Then the sales manager woke up. He told the engineer that he had changed his mind about transferring him from the sales de-

partment, and he placed him in the truck division.

Things began to happen at once. The particularly barren territory in which the youngster had been placed began to blossom orders in all directions. Facts and figures were being put to good use. The merchant who argued that it was cheaper for him to use horses for delivery purposes was confronted with figures which he could not deny showing that auto trucks would save him money.

#### WHERE FACTS AND FIGURES COUNTED

The man who had discarded the motor vehicles because garage bills kept him broke was won over by figures on upkeep, details of manufacture, and other winning arguments which proved to him without question that this particular auto truck would save him more than it cost.

That engineer is making good to-day, and he doesn't expect to return to the drawing board.

You are perhaps beginning to wonder if technical knowledge is worth anything as far as selling goods is concerned. There seems to be no question that actual manufacturing knowledge of a product is vitally important. There are many cases of men failing to sell products because they know too little about them.

The manager of the metal department of a corset manufacturer found that his business was growing so rapidly that he needed help on the sales part of the work. He had some live young men under him and he began to develop them as salesmen.

Two of them were very successful on short trips they made to cities not far from headquarters. They got orders and if they didn't land the business on the first call the manager was generally able to close by telephone.

All of the young men failed on a long trip which took in several hundred miles of territory far removed from the city where the plant was located. The manager had succeeded in building a big business out of that territory, but

the young men not only could not add to the trade, but had a hard time holding the business which had existed.

The manager gave up hope of having this trip removed from his list of duties and made the next journey himself. Then he discovered why his assistants had failed. They didn't know enough about the manufacturing end of the business.

#### **HERE FACTORY KNOWLEDGE WAS A REQUISITE**

They were meeting seasoned manufacturers who wanted prices and details of operation without delay. They were unable to make good in this respect when the proposition was out of the ordinary. When near home the manager's phone message did the work, but at long distance this method failed.

When the manager returned home things occurred. Two of the young men were put out in the factory to add to their mechanical knowledge, this despite the fact that one of the men was a graduate mechanical engineer and the other a practical shop man.

Although their general shop training was fair they did not know enough about the details of the manufacture of their own products. One of the men has made a marked success of his work, and at present is superintendent of the factory. It is not likely that he will return to the road, but the road has been responsible for his success. He may not know it but the manager does.

These incidents, or similar ones, are happening in some business every day. The problem of making a successful salesman out of a technical man is ever present. Some concerns solve it by bearing the cost of letting the man find himself, success or failure.

Other companies have found that sort of thing too expensive. They are profiting by their past mistakes, and those of others. More and more concerns are putting shop men on the road. Some of the most successful salesmen

to-day are graduates of the factory or of the technical school.

By many this is regarded as a logical consequence of the passing of the old type of story-telling "drummer." It is thought to typify an age when facts are worth more than generalities.

It is a certainty, though, that these facts must be presented to the possible purchaser so he will immediately be impressed with their value to him, to his business, and to his profits.

#### **David F. Stevenson Dies in Chicago**

David Francis Stevenson, of the Mahin Advertising Company, was thrown from his horse and died of a fractured skull last week in Chicago. Mr. Stevenson was a graduate of the University of Michigan and joined the Mahin organization shortly after his graduation in 1908.

#### **What Chance Has Publishers' Circular Matter?**

The Willys-Overland Company handles more mail per day than many of the fourth-class post-offices in the country. On Monday of each week the average incoming mail is between 4,000 and 5,000 letters, and the same amount of second-class and parcel-post mail.

#### **To Manage Branch for Taylor-Critchfield-Clague Co.**

D. J. MacNichol has resigned as vice-president of the Franklin P. Shumway Company, Boston, to become manager of the Boston branch of the Taylor-Critchfield-Clague Company, of Chicago.

#### **To Establish Store Service in New York**

Joseph E. Hanson has resigned from the advertising department of L. S. Plaut & Co., Newark, N. J., to start an advertising agency in New York, giving special attention to retail store service.

#### **F. G. Morris with Millbrook Dairy Co.**

F. G. Morris, sales and advertising manager of the Cutaway Harrow Company, Higganum, Conn., has resigned to become manager of the Millbrook Dairy Company, Middletown, Conn.

#### **Representation of Jacksonville "Metropolis"**

After April 1 the E. Katz Special Agency will represent the Jacksonville, Fla., Metropolis both in the East and West.



## AGAIN RAISES ITS RATE!

With its guarantee of more than a quarter of a million average it must get more per page.

After April 10th, therefore, the rate will be

**\$160.00 per page**

Back Covers, (three colors) \$600.00

RESERVATIONS up to and including the December 1915 issue will be accepted up to APRIL 10th at the current rate.

For time and space discounts see rate card.

*Mark A. Selzer*

*Advertising Manager*

*Western Representatives*

THE RHODES & LEISENRING COMPANY  
HARRIS TRUST BLDG., CHICAGO

## A New Direct Medium For Food Advertisers



The cabinet illustrated is new. It contains printed recipes classified for easy reference. Each recipe contains advertisements of one product used in its making.

The recipe is written so as to impress the housewife that the best results are to be had only by using the product named. No competitive articles will be listed.

The housewife picks up recipe that calls for use of your product. At the same time her eye lights on your ad. It bears the line—"for sale at all grocers." Right here is the smashing strength of this new medium.

The cabinets are to be given away by the Daily and Sunday Morning paper with the largest circulation in New York City. They are to be strongly recommended and advertised by this paper.

In this way 50,000 good housekeepers throughout Greater New York will have your advertisement given to them in a form which they will use often and always keep. Can you beat this for direct consumer advertising?

Write for details of plan.

**Index System Co.**  
**261 Broadway**                           **New York**

# Securing and Holding Scattered Dealer Customers

By a Sales Manager

WHEN I first came to know the Consolidated it had a splendid organization inside and out, a bully set of road men and a rare combination on the office end—sales and advertising departments which worked hand in glove. On the face of it there was really little I could do for them or for myself, except the few minor, though important, odds and ends which any trained outsider can contribute to any big business. The view-point from within is almost necessarily a union of narrow vistas, often with slight deflections at the center which widen and weaken to the circumference.

If it had been a purely professional engagement my advice would have been short and sweet, but, as my brother-in-law had told me that they were sparing no expense to gain a real advantage over their large rival, it placed the matter in an entirely different class. Together on census figures we worked over the entire United States, and were forced to admit that there were no danger signals on any city of over 25,000 population on a sales-volume basis. These figures checked up with the records of salesmen's visits, and, while the expense of covering these as closely as was evidently the case would be thought excessive in times of peace, it still allowed for a satisfactory profit margin in times of disputed leadership.

## WHAT THE PRELIMINARY SURVEY SHOWED

When we came to cities and towns from 10,000 down to 300 or 400 population our rough charts, could be made to prove almost anything, owing to the great difference in the strength of jobbers in different sections. This led us to a careful study (with State charts and time-tables, as well as salesmen's route-sheets and sales records) of the exact situation

and possibilities of more frequent visits of direct representatives.

From this analysis came a number of important discoveries. The first was that, while over 800 small towns were listed as "Salesmen's Towns" (meaning that they were theoretically visited *each year* by the man who traveled nearest to them), over two-thirds of these were missed in a two-years' period. The omission of these minor markets was due to a number of causes, usually a jump to catch up with a crowded schedule and the impossibility of any economical return.

The next discovery was that over six hundred towns listed as salesmen's towns were seldom if ever made; this was the result of routing which made it impossible for the salesman to cover them unless it was a local holiday in the nearby bigger town, from which the trolleys radiated.

A further sales possibility came through examination of the suburbs of the big cities. Here a confusion in ideas between the senior and junior State salesmen had resulted in the junior men regarding anything inside city limits as sacred ground, while the senior men quite naturally were as ignorant of the outlying sections, often ten miles from their hotels, as a babe unborn.

Manifestly we had discovered something worth attention, but the age-old question of what to do with it made our discovery look small in comparison.

Our first real advance, after many false starts, came with the realization that it would require different treatment for each class to get the meat from the nuts.

Then we had the advertising manager make up a booklet of our own planning. This included not only proofs of the campaign then running in magazines, but of greater importance, some really worth-while photographs and ad-

vise on window, counter and shelf display, one feature of which was the showing of windows in four stages of construction. This made it very simple for an amateur to make a window, checking himself step by step.

Realizing that combination windows, in which Consolidated lines would be only incidental, were what the dealers wanted, 20 pages were given over to such layouts, and these often were the entering wedge for the line, as later results conclusively proved. The chapters devoted to shelf, aisle and counter displays apparently were new dealer literature to the classes we approached, for they caused an avalanche of requests for further information.

#### THE BOOKLET'S CLINCHING FEATURE

The last ten pages of the booklet were given over to assortment offers, these illustrated in colors with individual products as borders for the pages and displays of the particular products for the *pièce de résistance*. These pages were really perforated order blanks for direct-shipment orders to be billed as requested, either direct or through the dealer's jobber.

While the Consolidated had for years published a house organ, it was more of a help to regular Consolidated customers than a missionary publication, and the company started a second house magazine, whose editorial policy (for it had one) was aimed directly at the scattered outlets for which we were gunning. In its initial issue, the "Display Booklet" was offered free via the return-post-card route, and this offer was repeated in every issue, or direct reference made to it.

To refresh the reader's memory this ground-work applied to these three cases:

Class I—Small-town dealers visited by salesmen once or twice in two years.

Class II—Small-town dealers visited from once to three times in five years.

Class III—Suburban dealers inside big city limits not visited directly in years.

In attacking the problem of the first class, supplemental to the second house organ and "Display Booklet" the entire routing problem was taken to pieces and reconstructed, so that by the addition of only one Class B salesman each small town in this group was insured a salesman's visit *every* year, while the rerouting was made the excuse for straightening out boundary lines which possessed inherited jogs, a thorn in the flesh for years, yet too trifling a matter to bother with until a fair pretext presented itself.

These localities were christened "Five Visit Towns," and were listed for four sales letters and a personal visit each year.

Without comment (which every reader as an expert correspondent will supply gratis) these letters are interpolated here:

#### LETTER NO. 1

Just as a man to have friends must show himself desirous of friendship, a firm to have friendly customers must show a great big willingness to see things from their customers' standpoint.

From our Mr. R. C. Morrow down to the office boys it's "please give us the chance to prove we're likable," not "You've got to buy our lines to be up to date."

You'll have a chance to know more about us from "Our Friend—Mr. Merchant," our new house magazine, on whose mailing list your good selves are listed.

The stamp clipped to this letter is a silent invitation to write us for the "Display Booklet" some friends in the trade have helped edit.

#### LETTER NO. 2

There's a lot in keeping shelves, counters and windows filled with goods that look the price.

That's one thing merchants from Portland, Oregon, to Portland, Maine, have pounded into us and we hope our lines reflect it!

You'll find that any suggestion, big or little, which will help improve our packages inside or out will reach an attentive ear.

It's because of our customers' assistance that our present packages sell on appearance and repeat on their worth.

Give Consolidated a trial and put it up to us to make good!

#### LETTER NO. 3

Our persistent advertising in twenty-eight magazines which reach Logansport isn't going to make your cash register wear out.

Advertising experts call it "The largest campaign of its kind ever"—still it doesn't get to the dollar mark until the ones who have read our ads see Consolidated on your shelves and in your windows.

# The Largest Single Industry in the United States

This is the title that we selected for our Booklet, dedicated to the Agricultural Advertisers of America.

It deals in the buying power of the Southern Farmer, based on his food producing resources, and is the most elaborate and complete work of this nature that has been sent out by the Southern Agricultural Press.

Did you know that the thirteen Southern States contained 46,971,654 more acres of improved farm land than all of the twenty-three Eastern and Western States combined?

Did you know that cotton, with its seed included, constitutes less than 29% of the income from Southern Farms?

Did you know that there were a greater number of General Stores in the thirteen Southern States than in all the rest of the United States combined?

These facts, culled from the pages of this booklet, may give you some conception of the value of this work to Agricultural space buyers and Advertising Managers who anticipate exploiting their goods in the South through Farm Papers.

"The Largest Single Industry in the United States" is a perfect and beautifully illustrated example of the printers' art. Sent postpaid upon request to Advertising Agency men and Advertising Managers. To others, a charge of 50c per copy, postage included.

The Southern Ruralist now has 262,000 net paid circulation and a flat rate of \$1.00 per line. For more than twenty years it has been known as the South's Foremost Farm Paper.

## Southern Ruralist Company

Southern Ruralist Building ATLANTA, GA.

CHICAGO OFFICE  
J. C. Billingslea  
Advertising Building

NEW YORK OFFICE  
A. H. Billingslea  
1 Madison Avenue

ST. LOUIS OFFICE  
A. D. McKinney  
3rd National Bank Bldg

## Why the Better Class

Imagine—if you can imagine it—a business man paying to get information on how to increase his cost of doing business and how to reduce his profits! And devoting time to studying that information.

Then, consider whether an *unprogressive* farmer would pay his money for, and devote his time to reading these farm papers that preach diversified farming—conservation of soil fertility and better marketing methods!

In either case they would be paying for what they didn't want to know.

Your headline brings your audience. Your class of editorials and articles brings your readers. Because of the very nature of these farm papers, the cream of the Southern farmers take an annual lease for a home on their mailing list.

Their homes number to date 681,072.

These papers have weeded the good from the bad—the progressive from the unprogressive. They corral the thrifty—the wide-awake from thirteen states so that six orders to these six publishers puts you in instant touch with them.

To thoroughly cover the South—and the various classes of farming in the South—these are the mediums ultimately selected by men after experience in this field.

### "The Farm Papers Needed to Cover the South"

Southern Agriculturist  
Nashville, Tenn.

Southern Ruralist  
Atlanta, Ga.

Southern Farming  
Atlanta, Ga.

Modern Farming  
New Orleans, La.

Southern Planter  
Richmond, Va.

Progressive Farmer  
Birmingham, Memphis,  
Raleigh, and Dallas

---

When your customers fail to specify Consolidated, but you pass our brand out, they feel just as you do when you get a nationally advertised line when you ask for just "a cake of soap" or "a pair of suspenders."

It's an easy way to please them—try it!

#### LETTER NO. 4

In "Consolidated," you buy more than just "merchandise"—Reputation: 88 years of honest goods.

**Selling Qualities:** Tested products with the users as judges. Holiday packages the year 'round. Window and counter fixtures that save time and increase sales. Triple Profit Coupons—the kind the buyer saves.

**Publicity:** National magazines and Sunday Supplements—see attached slip for the Louisiana circulation.

"Consolidated" does not stop with guaranteeing your satisfaction—it gives it 365 days out of 365.

The attached stamp is exchangeable for an 84-page book on "Display Advertising."

Send for it even if you are selling only competing lines.

When it came to the second class—the group of towns too small to get more than a chance visit of salesmen in a five-years' period—it meant entire reliance on mail efforts to secure the desired representation.

#### MORE MONEY SPENT, COMPARATIVELY, ON SMALL TOWNS

While the method of determining the amount to appropriate in order that each class should receive adequate attention and to determine a proper division between the groups would require several pages to outline, and is therefore omitted here, it did include a greater percentage for this "Chance Visit Towns" group than for either of the others. Sales managers who have studied the relative costs of salesmen's salaries plus expenses against getting equal results by mail know the reason for the high first year's cost of mail work.

One feature of the Class II campaign was a series of three booklets written by outside experts (with inside editing) on "How to Increase Your Sales by Parcel Post" (the treatment relieved the title of offense), "What the Mail-Order Houses Can't Do," and "Keeping Home Trade at Home." These titles are paraphrases, and obviously their distribution is still restricted to the trade.

The sales letters to this class were sent at monthly intervals, and six of the letters were based on samples of goods, display material and booklets mailed simultaneously with respective letters.

#### TWO LETTERS THAT DIFFERED IN PULLING POWER

The letter which pulled the greatest number of direct orders is given, not as a sample of clever letter-writing, but because it delivered the goods—each reader can decide for himself whether it should have gotten across or not:

There are always the "more profit" lines—if they could be sold.

No matter how many merchants are making profits from Consolidated—a more-profit line as the Special "AB assortment" circular attached proves—if our goods stay on the shelves long enough to require dusting neither of us is really any better off than before you ordered.

Here are a few Consolidated items that we'd never dare to drop because the demand for them has grown steadily for over sixty years:

\* \* \*

It's on the tip of our tongue to say we're adding more quick sellers, but we're patient (sometimes) and will leave the addition of these to you, when you know us better.

At that—some of our good friends have reproached us for not being more insistent.

The "AB assortment" gives you a variety at small investment—if it proves the line profitable you can have the "AB-X assortment," which includes specialties sent freight paid by wiring us collect.

Just because the agencies rate us AAA doesn't mean that your order will not be on the jump the same day (we'll stand or fall on it) it reaches us. Any excuses will be accompanied by a receipt in full for the goods—floods, riots and fires not barred.

"What about credit?" That's why we're writing you. Our Credit Manager's pen will write O. K. before your order has time to settle on his desk.

Now for the worst letter and our guesses as to the reason. This seemed all right when written, probably because by this time my outside view-point had vanished. Here it is—probably everyone can add reasons for its being worse than a failure:

All of us make oversights—some of ours in the last eighty-odd years have been costly—and we'll confess that in not getting better acquainted with you we've overlooked a chance to couple your knowledge and opportunity

to display our lines with what we honestly think is the best-known product in our lines.

That is why we're glad to drop you this line to ask for a hearing for our Mr. T. J. Amberg.

Mr. Amberg is one of our veterans, been with us twenty-two years and is more enthusiastic about Consolidated than when he made his first sale. He is the kind of salesman that does not require a long letter from headquarters every time a battle is fought.

If you decide to sell Consolidated, Mr. Amberg and ourselves will try to make our line look like a moving picture with one end of the reel on your shelves and the other in your cash register.

As the letter stands the blame is mine, which makes frank criticism of the author's effort possible. The worst trouble with it in real life came in the closing lines of the third paragraph. The letter went out just as the present European war started, although written in early July, and therefore in some quarters took on a meaning never thought of when written. Even without any confusion it killed the friendly tone of the letter and made it seem as though we were always in hot water with our customers, whereas the idea (yes, there was one) was that Amberg was not a mere messenger boy, but big enough to settle questions of agencies, claims for short shipments, breakage and discounts on the spot.

#### HOW THIS LETTER MIGHT HAVE BEEN IMPROVED

The criticisms which reached us in Amberg's letters brought up a more serious weakness. We'd led the dealers to expect a star man who would make them buy against their better judgment, and quite naturally they had on bullet-proof armor when he arrived, and it was only after convincing them that he wasn't deadly that they consented to remove it.

One more little touch, which all of us know when we are made to think about it, came in Amberg's criticism of "Mr. Amberg is a veteran and more enthusiastic about Consolidated than when he made his first sale."

This was gospel truth, but, as Mr. Amberg is not all on the surface, but convincing in logical presentation, it gave a wrong im-

pression to him and to the merchants.

He wrote me: "I don't want to hurt your feelings, but that introductory letter didn't look right to me when I first saw it, and now I know it isn't. All along the line they were looking for a fifty-year-old Lizzie with a handkerchief up his sleeve, who would greet them with 'Dear Mr. Jones, you don't know how lovely I feel about the dear old Consolidated line. Why, it is really just cute.' To please me, kindly kill that 'more enthusiastic' business or I'll find myself sewing ruffles on my coat sleeves."

There were four more closely written pages along the same line, all deadly in earnest beneath a joking surface, and if passing this along will save someone else from making a similar thoughtless break, there may be some good come of it, although it would be hard work to convince Amberg of the fact.

#### PROMOTING SALES IN BIG-CITY SUBURBS

To the Class III group—dealers inside city limits but outside the real city—it was found by test that it was more of a salesman's than a mail proposition, due to competition of local manufacturers. In almost every case we discovered that either direct or by the smaller jobbers these outlets were being well covered—but for competing lines.

This meant that a four-visit-per-year schedule was needed and we sandwiched in four letters, in addition to the private-post-card announcements of salesmen's visits.

These letters were subdivided into three groups, after the salesmen had reported whether purchases were made through jobbers, twice a year direct and filled in from jobbers, or always direct.

It may be a surprise to others, as it was to the Consolidated, to find that the best results came from inducing the class which always bought from jobbers to specify the line wanted. The best reason I can advance is that the average jobber's salesman is pretty much an order-taker, and, if a



## Are You One of the 700?

Seven hundred American manufacturers are setting forth the merits of their products in the advertising columns of the **American Exporter**. Are you one of the seven hundred?

The **American Exporter**, published in four different language editions—Spanish, English, Portuguese, and French—reaches the leading buyers of the world market.

We have been established 37 years. The result of this long experience in export trade is a thoroughly reliable service of advertising as well as help and advice in planning your campaign and supplying you with assistance for intelligent follow-up, such as translations, credit reports, selected names, etc.

May we send sample copies and a free copy of "A Well-Established Service"?

### American Exporter

Whitehall Building

New York

## How's This for Results?

A form letter and inexpensive booklet I prepared for a New York house brought an 8% response from a list of the biggest manufacturers in America.

If such results sound interesting, let me hear from you.

**Leroy Fairman**

24 Stone Street  
New York City

## Real Salesman Wanted

A large New York concern requires the services of an aggressive SALESMAN to travel.

Applicants must have successful record and wide experience and be able to stand rigid investigation.

Men having had experience in selling advertising preferred.

Excellent salary and opportunity.

Write for appointment giving full particulars.

**C. W., Box 261,  
PRINTERS' INK**

dealer specifies a line, has not time to try to shift him.

The letter which seemed to bring the best results in this sub-group is given more to show the arguments advanced than to serve as a model:

Because you prefer to pick up our goods from Blank & Blank doesn't mean that we are not interested in keeping in touch with you through our Mr. John Jones, who will continue to keep you advised of any special offers, new lines and display material.

Blank & Blank are good friends of ours, but they cannot be expected to carry new items until there is a demand for them, and surely can't be expected to have on hand the hundred varieties of advertising matter from circulars to our big triple "A" rack.

If you will fill out the inclosed card you will be advised of each new line as it appears, be mailed samples or illustrations of new sales helps, and have all the benefits of dealing direct without opening a new account.

If you read our advertisements as you told our Mr. Jones, why not let your interest go a little further and be in a position to supply your customer who can read them, too?

There's an 84-page book, "Display Advertising," you will find interesting and perhaps valuable to you—that's what the stamp clipped to this letter hints we would like to send. May we?

There was one part of this "Scattered Dealer Campaign" which the Consolidated handled perfectly—the transferring of dealers' names from one list to another on receipt of information by letter, order or salesman that they had reacted to the sales efforts.

This little touch has meant much, for, as one dealer expressed, "I knew I wasn't the only one you were writing, but it did me good to know that you knew when I fell for your arguments, and didn't order, you continued to write me that you hoped some day I'd buy."

The moral of this little account is a short one—when the Consolidated secured the bulk of these scattered accounts it became too costly for their big rival to get them away, and the balance of power in our business in four months, shifted hands, possibly, as we said in boyhood, "for keeps."

Sweeping up the chips often furnishes a means to start a fire too hot to approach!

## Getting "Plus" Results by Mail

MAIL-order and direct advertising had the attention of the Advertising Men's League of New York at the March meeting on the 4th inst. Richard Wightman discussed the principles of advertising by mail and a manuscript on direct advertising, by J. Fred Woodruff, of the Curtis Company, of Detroit, was read by O. C. Harn.

Mr. Wightman, after declaring the difficulty of mail-order advertising, said in part:

"The two great essentials of successful mail-order advertising are clarity and directness. Personally, I aim at giving my customer just two things to do—say 'yes' and sign the check.

"The ideal advertising campaign by mail or otherwise involves a product plussed by cause. If you can, get some manufacturer to think you have found the ideal advertising thing. The advertising man has a right to have in the catalog, the booklet, the letter, the feel of a cause, the opportunity to sell something which is going to be of some great use to the world. The Ingersoll watch is a cause, Child's restaurants are a cause, the Ford car is a cause. Now, if we have any choice, why not get something that is both product and cause?"

Truth and clearness were two essentials. It paid to have copy that not only "seemed true, but was true."

"Be clever, but not too clever," he said. "There must be a lure, but it must be a legitimate lure, within the same standard of truth. One of the elements of cleverness is the ability to convey the sense that the man you are addressing is being concentrated upon, is being distinguished, exalted in your regard, that *something is happening to him*.

"Ninety per cent of the unsuccessful mail campaigns fail because the material is not prepared from the view-point of the man who is going to get it. The ordi-

## Pittsburgh, Pennsylvania Housewives

look upon the **GAZETTE TIMES**, morning and Sunday, **CHRONICLE TELEGRAPH**, evening except Sunday, as the two greatest Pittsburgh news-papers published. Every member of the family depends upon them entirely to solve the buying problem. They are good teachers, because they stand for the highest ideals in public and private life.

They fill all requirements of a news-paper.

Population of Metropolitan District 1,042,855.

Number of dwelling houses 172,294.

Number of families 207,747.

The flat combination rate is  
**22½c per agate line.**

*For further information or co-operation  
write*

**URBAN E. DICE**  
Foreign Advertising Manager  
Pittsburgh, Pa.

**J. C. WILBERDING,**  
225 Fifth Avenue.....New York City  
**THE JOHN M. BRANHAM COMPANY,**  
Mallers' Building.....Chicago  
Chemical Building.....Saint Louis

# Ideas

in typewritten  
form without  
any obligation  
on your part;  
or in sketch  
form at a nom-  
inal charge.



## Advertising Illustrations

**CHARLES DANIEL  
FREY COMPANY**  
Monroe Building - Chicago

## Merchandising and Copy Man Wanted

We won't hesitate a moment to pay a good salary—because the position is big enough to enable the proper man to earn it. He will have a chance to do things in a big, broad way.

He must be able to hold his own with the best in the agency field, for they will be his competitors.

The position requires a man who, by previous training and experience, knows how to analyze selling and trade conditions—to prepare or supervise the preparation of convincing copy, forceful and attractive layouts, etc. Also how to get the best results from printers, artists and engravers.

An excellent opening awaits the man who is in a position to be judged by past accomplishments.

Write us in full. All communications will be kept in confidence. "B," Box 260, care PRINTERS' INK.

nary way is to convey to the recipient of the letter notice that you have something on your hands that you want to get off on his hands. And he does not do business with you.

"But if you forget that you have something to sell, and realize instead that you have something the other man ought to buy for his own sake, without reference to your own desire, you have gone a long way toward the preparation of successful advertising."

### CLASSIFICATION OF DIRECT ADVERTISING MATTER

In his paper, Mr. Woodruff classified direct advertising matter according to object or function, first into the more or less expository literature, like catalogues and booklets, and campaign literature; and second, into the various physical forms, as self-mailers, house organs, placards, novelties, etc.

The catalogue he said, was the one form of direct advertising most shackled by tradition. It is not generally recognized as sales literature. The modern advertising catalogue is conceived from the standpoint of the buyer's needs.

With regard to booklets, "the natural conclusion is that when permanency of character, retention value, formal authoritative treatment are predominantly desirable, a booklet is the thing to plan."

He did not regard letters good as an unchanging, unvarying diet. The best letters were *letters in spirit*, that is, spontaneous, timely, personal, with a definite message. If the contents were purely formal and perfunctory the letter was not the proper form for presenting the matter.

"The self-mailing piece of direct advertising," said Mr. Woodruff, "gives limitless opportunity for a variety of forms. It is the one great antidote for monotony."

He deprecated the idea that a return card was necessary on any and every occasion. There were times for it and other times when it served no great purpose.

## Legality of Exclusive Agencies Upheld

Supreme Court of South Dakota Decides Dealer Contracts of Home Pattern Company Not in Restraint of Trade—May Have Bearing on Interpretation of Clayton Act

**T**HE Supreme Court of South Dakota has recently decided a case involving the legality of exclusive agencies which is of interest when considered in connection with the Clayton Anti-Trust Act recently enacted by Congress.

It will be remembered that at the time the Clayton Act was passed, there was considerable discussion as to whether or not exclusive agencies would be prohibited by the terms of the act. Section Three of the act provides that it shall be unlawful to sell or lease or contract for the sale of goods or to fix the price of goods on condition that the lessee or purchaser shall not handle any competing line of goods, "where the effect of such lease, sale or contract for sale or such agreement may be to substantially lessen competition or tend to create a monopoly in any line of commerce."

The Federal Courts will have to decide eventually whether the ordinary contract for an exclusive agency tends "to substantially lessen competition or to create a monopoly" within the meaning of the Clayton Act. The case which has just been decided in South Dakota holds that under the state statute, an exclusive agency is not illegal, and the reasoning of the court would seem to apply equally well to the language of the Federal statute.

In the South Dakota case, the Home Pattern Company had sold patterns to H. O. Rime & Co., dealers in Sioux Falls, upon the condition that they should not sell any other make of patterns. The dealer did not pay for the patterns and when action was brought to recover the purchase price, the defense set up was that

## MOTION Displays Focus attention at the Point of sale.

We have originated and manufactured Motion Window displays for

The Yale & Towne Mfg. Co.  
Borden's Condensed Milk Co.  
The General Electric Co.  
Gillette Razor Co.  
Auto Strop Razor Co.  
The Carborundum Co.  
Conklin Pen Co.  
Parker Pen Co.  
Regal Shoe Co.  
Walk-Over Shoe Co.  
Liquid Veneer Co.  
Sherwin-Williams Co.  
Valentine & Co.  
Rubberet Co.  
Johnson & Johnson.

and most of the other prominent advertisers.

### Why Not You?

**THE ATTRACTO COMPANY**  
10th and Diamond Sts., Philadelphia, Pa.

**THE WISE ADVERTISER**  
these days would rather have quality circulation than quantity circulation.  
Editorial grip is what makes quality circulation.

# PHYSICAL CULTURE

has editorial grip—plus. Its circulation is all quality. But there is also quantity to the extent of 120,000 copies per issue, backed by membership in the Audit Bureau of Circulations.

It should be on your next list.

**New York Office:** 1 Madison Avenue

O. J. ELDER, Manager

**Chicago Office:** People's Gas Building

W. J. MACDONALD, Manager

We are members of the

**Audit Bureau of Circulations**

## PRINTERS' INK

the contract between the pattern company and the dealer violated the South Dakota statute against monopolies.

This South Dakota statute provides that it shall be unlawful to enter into any combination either (1) to create or carry out restrictions in trade; or (2) to prevent competition in the manufacture, sale or purchase of merchandise, produce or commodities.

The Supreme Court of South Dakota said:

"Whether treated as an agency or sales contract, there is nothing therein which, in the slightest degree, tends to the creation of a monopoly, or which in any manner tends to interfere with the right of any other persons to offer for sale or sell like merchandise of other makes in direct competition with the sales under the contract in question. So far as any provision of this contract is concerned, the whole world was theirs; the only limitation being that other persons handling similar patterns could not secure defendants as agents or purchasers during the continuance of the contract in question. The defendants, if they purchased said merchandise outright, did not purchase the same as consumers thereof; but purchased the same for resale to consumers. Under such circumstances, we are of the view that the Home Pattern Company had the legal right to enter into a contract with defendants obligating them not to handle like patterns for other parties. There is no unlawful combination or monopolistic trust in such transaction."

It will thus be seen that the Supreme Court of South Dakota was called upon to decide the very questions which the Federal courts would have to pass upon in construing the Clayton Act. This South Dakota case is by no means the first decision by a state court to the same effect. In fact, almost all state courts that have been called upon to decide the question have held that exclusive agencies are not illegal and do not come within the provisions of the state anti-trust laws. Of

course, the Federal courts in construing the Clayton Act are not in any way bound by the decisions of state courts. But the South Dakota case is interesting, not only as the latest authority on the question, but also because the reasoning of the court seems very pertinent to the language of the Clayton Act.

### A Dramatic Appeal

Something like 300 leading business men of San Francisco will not soon forget the need that California has for a law against fraudulent advertising as the result of a fine piece of acting which the Advertising Association of San Francisco recently arranged.

The various commercial clubs of that city are holding a series of joint luncheons for the purpose of unifying efforts toward the welfare of San Francisco and each organization is allowed five minutes to present a live topic.

The advertising association had hand bills printed and placed about the tables, advertising a fake sale and, in due time, the man who was supposed to be advertising the sale arose to describe it. A moment later, Rollin C. Ayres was on his feet, demanding the arrest of the speaker as a faker, but when a policeman appeared the man who played the part of the crooked merchant laughed the officer out of the room with the statement, "There is no law in California against fraudulent advertising and I will therefore continue my philanthropic work." Mr. Ayres shamefully admitted this, then read the *PRINTERS' INK* model statute and urged the men present to help a movement for its passage.—*Associated Advertising*.

### Advertising Film Shown in High Schools

The Maxwell Motor Company has succeeded in having a moving picture film showing the processes involved in the manufacture of a Maxwell automobile shown in a large number of high schools, Y. M. C. A.'s, etc., in California. "From Molten Steel to Automobile" is the name of the film, which is of an educational nature, showing all phases of the production of a car. The film, and a lecturer to comment upon it, are provided by the Maxwell Company. On account of the educational value of the film, the Visual Education Association of California arranges the bookings, provides the hall, lantern, operator, and advertising for the occasion.

### To Represent New York Dailies

George B. David Company, New York, has been appointed direct advertising representative of the *Jewish Daily News* and *Jewish Morning Journal*, of New York.

# Printing FOR ADVERTISERS

Mine is an advertising printery—not a job printing office. All the experience I have gained through seven years of working hand in hand with many of the best advertising men in America, is focused upon every piece of work I do, no matter how small.

To this experience is added an ability to visualize a piece of composition before it is in type—which enables me to set a thing right the *first time*.

I set advertisements; design and print catalogues, booklets and folders. To do this properly, I have up-to-date mechanical equipment, and a staff of skilled employees.

I estimate in competition when asked, but charge the same when alone in the field.

Send for booklet, "*The Silent Salesman and The Star Salesman*." It shows a few specimens of my work and has been highly complimented.

## A. COLISH

HIGH-GRADE PRINTING AND  
ADVERTISING COMPOSITION  
106 SEVENTH AVE. NEW YORK



**It is easier to finance a "Good Proposition" than to find the man who can develop it into a success.**

Such a man (still in the thirties), who knows manufacturing, selling and advertising from years of practical experience and definite accomplishment, wants to "connect up" for all time.

**Wants to capitalize character and experience where an interest in the business is ultimately obtainable.**

Frankly there is no hurry. My present connection is excellent, but has no higher step to offer.

**There is the rub. What I seek is the niche, where limit depends upon my own ability to deliver.**

**"EFFICIENCY"**  
Post Office Box 175  
New York City

## How Advertising is Helping England Avoid Conscription

Some Facts About the Man Whose Campaign Has Brought Recruits Faster Than They Can Be Equipped—Catching the Popular Temper and Coining a Phrase to Fit

If the British Government succeeds in going through to the end of the war without putting into effect the hated policy of conscription, that fact will be due, in no small degree, to advertising. According to a staff correspondent of the United Press, Lord Kitchener himself is no longer a conscriptionist, and "the voices of the dukes and lords who believed that the masses ought to be forced to join the army have been silenced." The man who is chiefly responsible for the Government's campaign for recruits is H. F. Le Bas, although other prominent advertising men in Great Britain have been professionally consulted and have supplied some of the copy. It is not generally known, however, that Mr. Le Bas' activities in connection with the army advertising antedate the present war. As a matter of fact he had been for some time conducting the army's campaign which resulted in the raising of 35,000 volunteer recruits per annum, and when the war broke out it was natural that the Government turned to him for help.

Mr. Le Bas is himself an ex-soldier, having enlisted in the army at the age of 17, and spending seven years in the service. On leaving the army, he found employment in a Glasgow publisher's office, and fourteen years ago founded the Caxton Publishing Company of London, which has since grown to be one of the largest publishing houses in the country.

According to the United Press correspondent referred to above, Mr. Le Bas has been remarkably successful in coining phrases

which would just fit the popular temper of the moment. Thus:

"He kept his nerves raw to English feeling. Lord Roberts died at the front.

"Lord Roberts did his duty. Will you do yours?" was thundered in the newspapers and then on the billboards, even while the public attention was still fixed on the old hero's death.

"When some English ships had been sunk he put out this message, through the press:

"Britain's strong arm and yours will carry us through!"

"These messages were to the masses. What about the employers, whose businesses might suffer by letting their men go? Le Bas handed these thoughts to them in one huge blast in the evening papers:

"Is there some man serving your customers who ought to be serving his country?"

"Then came a boastful period in English thought. Le Bas was equal to it. The public must not get the idea in its head, he knew,

that everything was all right.

"We shall win, but you must help," replied Le Bas, in display type.

"When the soldiers' letters began to come from the front and England was dotted with proud homes and neighborhoods, Le Bas caught the feeling.

"You're proud of your pals in the army, of course, but what will your pals think of you?"

"And then there was a display, showing a soldier silhouetted on a hill, holding his rifle.

"Are you content for him to fight for you? Why don't you do your bit?" asked the advertisement.

"The army council and Kitchener can almost put their finger on the day and hour when the torrent broke," says the correspondent. "The battering of advertising had done its work. Recruits began to come in faster than they could be equipped. That was five weeks ago. The tide has been flowing in ever since."



Cigar Cut-Out No. 06901-W

Your sales will  
be increased by  
using our

## Lithographed Posters

### CARDBOARD WINDOW AND COUNTER DISPLAY CUT-OUTS

We carry in stock a large assortment for all lines of business. Write for samples and prices. We shall be pleased to furnish ideas and estimates for special posters, window trims, cardboard cut-out displays, fibre signs, etc.

**NATIONAL PRINTING & ENGRAVING CO.**

MADISON & DEARBORN STREETS, CHICAGO, ILL.

## "Made in Detroit" in Trade-Mark Design

Award of \$500 to James Harley Nash and Clowry Chapman, Both of New York, Out of Field of 119,000 Designs—May Be Reproduced Down to Quarter of an Inch

THE \$500 prize offered by the Detroit Board of Commerce and the Detroit Adcraft Club for the best national trade-mark design has been won by James Harley Nash and Clowry Chapman. The winners will also receive \$50 additional from the El Paso, Texas, Chamber of Commerce. They had collaborated on the idea.

The design consists of an American eagle, wings extended, on which appear the words "Made in," and underneath the eagle the words and letters "Detroit, U. S. A." the whole symbolizing in design the American shield.

It is for that reason so strikingly suggestive of the famous trade-mark of the United Cigar Stores Company that some of the advertising men who saw it wondered if that company would view with complacency the use of the symbol. The United trade-mark is no doubt one of the best known in the world. It has at any rate, according to the company, had one of the largest numbers of impressions and reproductions—10,333,500,000, by the company's estimate, since the design was first made in 1904.

This figure, which was given as the roughest kind of calculation, but as in all likelihood an underestimate, was made up as follows: premiums, coupons and certificates on which the emblem appears three or four times, five billion times in all, the company

last year having issued and redeemed more than 800,000,000 such certificates; newspaper advertising in which emblems appeared five billion times; paper matches, 350,000,000 times (\$0,000,000 books of matches having been given away last year); mail order and office printing, two million times; tobacco and cigar paper bags, a million times; letters to public, half a million times. Signs on stores, bulletins, posters, etc., would run up into a few thousand.

Mr. Sherlock, advertising manager of the company, said he did not find the Detroit design objectionable. The company had not known anything about the design, he said.

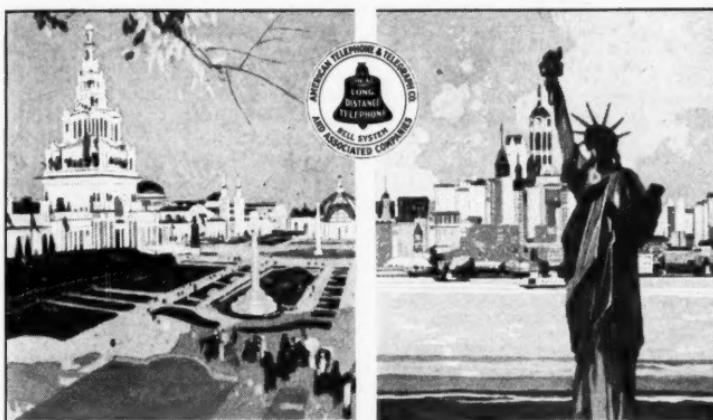
Altogether 119,000 designs were received by the committee for the Detroit prize. They were sent in from every State, and from Cuba, Mexico and England. The committee, which was composed of James Keeley, Charles Daniel Frey, Edward Freschl, Orson D. Munn and Charles B. Warren, regretted that certain conditions made it necessary to reject hundreds of beautiful and artistic drawings.

"The design selected," reported the committee, "in our judgment closely approximates your specifications. It is simple, strong and mechanically perfect. Its merit of simplicity and legibility will be a strong argument for its adoption and use on American merchandise in foreign trade.

"It can easily be woven in textile fabrics; it is so open that it will reproduce perfectly down to a quarter of an inch; its use as a stencil, stamp or metal die presents no difficulties, and its character is such that it will print satisfactorily on any medium or by any process. It is also thoroughly American in atmosphere, composition and color scheme."



THIS SHOWS TRADE-MARK'S RESEMBLANCE TO "UNITED" SHIELD



## Creating a New Art

At the Centennial Exhibition at Philadelphia, the exhibit of the Bell System consisted of two telephones capable of talking from one part of the room to another.

Faint as the transmission of speech then was, it became at once the marvel of all the world, causing scientists, as well as laymen, to exclaim with wonder.

Starting with only these feeble instruments, the Bell Company, by persistent study, incessant experimentation and the expenditure of immense sums of money has created a new art, inventing, developing and perfecting; making improvements great and small in telephones, transmitter, lines, cables, switchboards and every other piece of apparatus and plant required for the transmission of speech.

As the culmination of all this, the Bell exhibit at the Panama-Pacific Exposition marks the completion of a Trans-continental Telephone line three thousand four hundred miles long, joining the Atlantic and the Pacific and carrying the human voice instantly and distinctly between New York and San Francisco.

This telephone line is part of the Bell System of twenty-one million miles of wire connecting nine million telephone stations located everywhere throughout the United States.

Composing this System, are the American Telephone and Telegraph Company and Associated Companies, and connecting companies, giving to one hundred million people Universal Service unparalleled among the nations of the earth.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES**

*One Policy*

*One System*

*Universal Service*

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER; Vice-President and Treasurer, R. W. LAWRENCE; General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, MARCH 11, 1915

**Advertising, the Legitimate Lobby** objecting to the railroads' advertising campaign against the "full crew" laws on the ground that it is an "immense lobby," and that it is addressed to the public instead of being restricted to the private ear of the legislature. Apparently public discussion of a public question on its merits does not come within the scope of the Brotherhood's programme, but we think it will appeal to most business men. There has long been a growing need for just the sort of thing the railroads are doing by arousing popular interest in, and discussion of measures which affect the whole business community. A much broader question is involved than the fate of a particular bill in two of our State Legislatures.

It is reasonably safe to assert that ninety per cent of the population of these United States is composed of persons who derive their support from some form of business activity. The other ten per cent includes those whose in-

comes depend upon the practice of some profession. The distinction is more or less arbitrary, of course, but it is quite evident to anyone that those who are engaged in the buying and selling of commodities, as distinguished from personal service, are in the vast majority. Perhaps it is even greater than nine to one. Yet when it comes to the making and enforcing of laws to control that majority, we find that the power is very largely in the hands of the minority.

It is no secret that our legislatures, and the Congress itself, are dominated by lawyers and professional politicians. When a "business man" is elected to any office it is unusual enough to excite comment. Irrespective of whether we happen to like it or not, that is the state of affairs, and for several good and sufficient reasons it is likely to be maintained for some time to come. We can hardly ask the active man of affairs to leave his business to run itself while he runs for Congress, even if he were fitted by experience and temperament to outtalk the trained politician. Theoretically, we should have a Congress composed of nine-tenths business men; actually, we must content ourselves with a Congress composed of those who can afford to compete for the job.

So long as Congress devoted its energies largely to the business of running the Government, without interfering with the concerns of private business, business men have been pretty generally content to let well enough alone. Aside from the passing of occasional resolutions, and the maintenance of a more or less active corps of lobbyists, political affairs have been left in the hands of politicians. The rank and file of business men have voted when it was not inconvenient to do so, have cheered a candidate or two when properly worked up to it—and have gone about their private affairs. If the consequences were unpleasant, a certain amount of growling ensued, with the determination to "vote the rascals out" next time.

Latterly, however, there has been a marked tendency to pass laws to regulate the conduct of private business enterprises. How far that tendency has developed was stated by Senator William E. Borah, of Idaho, in the following words from the floor of the Senate:

"We have to-day the transportation system of this country almost completely under the control of a commission which the people can neither select, elect or recall. We have the currency in the control of a commission which the people of the country can neither select, elect, recall or prevent from being appointed. We are now proposing to place all the great industries in the hands of a commission which the people neither select, elect, nor can they recall. We leave a mere shell of the Government, the mere outward form of a Government, in the hands of the people to flatter and satisfy their pride, while the great essential, elemental powers which deal with and control their destinies are in the hands of twenty-five or thirty men."

Those words were spoken in the course of debate on the Federal Trade Commission Bill, which has since become a law. PRINTERS' INK devoted considerable space, last week, to the significance of the appointments to that Commission. Important as that immediate event undeniably is, there is yet a wider significance to business men in the situation outlined by Senator Borah. Constituting with their employees the vast majority of the people of this country, business men, by their lack of interest in political affairs, have placed themselves in the minority position.

That is the situation which the railroads have met by the purchase of advertising space—frankly and honestly, in the open market—in which to set forth their side of the case. It is a large-scale demonstration of what PRINTERS' INK has repeatedly suggested; that the advertising columns afford to business men the opportunity to promote intelligent discussion of attempts to regulate

business. If business men cannot obtain a proportionate representation in our legislative bodies, they can at least see that the public is informed on all sides of questions which affect business conditions. No man who is wholly honest need fear the widest publicity for the truth, and if it is not the truth nothing will show it up quite so conspicuously as publicity.

**Fighting the Battle of the Fraudulent Advertiser**

Some of the newspapers of Maine are still laboring under the misunderstanding which PRINTERS' INK has repeatedly taken pains to correct; namely, that the Model Statute against fraudulent advertising is aimed at the publisher as well as the advertiser himself. At a recent hearing before the Legal Affairs Committee of the Legislature, five of the leading newspapers appeared against the Model Statute and succeeded in substituting a bill which contains a quite harmless clause exempting the publishers, but which also contains a provision that the false representation must be "wilfully and fraudulently untrue." Of course it is needless to point out that this latter clause is far from being harmless, and as we have demonstrated over and over again, renders the law extremely difficult if not impossible to enforce.

It appears that the Maine newspapers have been misled by the specious arguments of the same group of interests which have followed these bills wherever they have been introduced. The publishers of the five journals which took the lead in the opposition to the bill are not men who would knowingly fight the battles of the dishonest advertiser, and their editorial comments on the subject show simply the lack of a clear understanding of the terms of the proposed law—not a lack of sympathy with its purpose.

Thus the *Daily Kennebec Journal* says:

This measure is a radical, and to our mind, vicious departure from the funda-

mental principles of the law of deceit and false representation as administered in the courts of Maine. It punishes the innocent and guilty alike. Facts which, under the law as it exists to-day, would be admissible either in a civil action for damages or in a criminal prosecution, to show that the defendant was morally and legally innocent of all wrong, would be no defense whatever under this iniquitous measure.

There might be merit in that argument if the question involved were a question of morals, or if the primary object of the law were to punish the dishonest advertiser. But the purpose of this law is to *protect the honest advertiser, and the public*, against the injury which is done to both by the comparatively few advertisers who rely upon fraudulent claims. Honest advertisers, and the public, are quite as clearly entitled to protection from that injury when it arises from gross carelessness, as they are when it is the result of deliberate malice.

The same point of view is held by the Bangor *Commercial*, which declares:

The State of Maine has not yet arrived at the stage where it requires a law that will put in jail a merchant who makes, without intent, the least mistake in advertising his goods, or the publisher who accepts the same in good faith. It will hardly accept a measure that would permit of two years' imprisonment for a publisher or an advertiser because of a typographical error that would change the price in an advertisement. It will hardly doom to a possible term in jail a farmer who in his enthusiasm slightly overrates the virtues of the horse or cow that he is selling, especially when the buyer purchases after careful examination. For intentional fraud there is plenty of law on the statute-books.

While PRINTERS' INK would sympathize very deeply with any farmer who got into the clutches of a Vigilance Committee through overrating his live stock, there is still something to be said for the ninety and nine other farmers whose horses and cows are sold upon honest statements of their merits. That is exactly the point upon which the newspapers have been misled. They are fighting the battle of the one dishonest advertiser, as against the ninety and nine honest advertisers who demand the law as much for their own protection as for that of

their customers. And as for the objection that an innocent publisher may be penalized, we reiterate what we have so often stated before, that the publisher is *exempt under the statute unless he publishes in his paper fraudulent statement in regard to that which he himself offers for sale, such as his circulation, etc.*

### *Getting the Business by Going After It*

"The high interest rates which prevail greatly restricted the construction of new buildings throughout the country; the number of permits issued was considerably smaller than in the preceding year." We are quoting from the annual report of Clarence M. Woolley, president of the American Radiator Company, for the fiscal year ending January 31, 1915. A bad year for boilers and radiators with a contracting market—yet the net profits of the company were \$2,289,075 as against \$2,081,267 for the preceding year, a period in which more building permits were issued.

How was it done? President Woolley tells us in the very next sentence: "Greater effort was made, therefore, through promotional and advertising efforts, in conjunction with the more intensive personal canvass by the sales organization, to effect employment of modern heating systems in a larger percentage of new buildings." Instead of regarding advertising as an "expense" which offers the most convenient opportunity to make a "saving," the company appreciates it at its true value and makes it work the harder when conditions are less favorable. The balance sheet tells the story.

Little comment is necessary to enforce so plain a moral. PRINTERS' INK has always maintained that the time to advertise hardest is when advertising is most needed. The American Radiator Company is one concern which comprehends the truth in the old maxim: "he gets the business who goes after it."

## THOROUGHNESS

*—the  
keynote  
of this  
agency's  
work*

Since we started in business *to be thorough* has been the ideal for which we have constantly striven.

For *thoroughness* in planning and *thoroughness* in execution we believe to be vital factors in successful advertising.

Creative work built upon a foundation of *thoroughness* results in a structure which stands.

May we tell you to what extent we have developed this policy, and what it means to an advertiser? No obligation, of course.

**Ruthrauff & Ryan**  
*Advertising*

**450 Fourth Avenue, New York**

## MARCH MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES FOR  
MARCH(Exclusive of publisher's own  
advertising)

|                            | Agate  |
|----------------------------|--------|
| Pages.                     | Lines. |
| World's Work .....         | 106    |
| Cosmopolitan .....         | 98     |
| Metropolitan (cols.)....   | 119    |
| Review of Reviews.....     | 89     |
| Harper's Magazine .....    | 86     |
| McClure's Magazine .....   | 77     |
| Hearst's Magazine (cols.)  | 93     |
| Sunset Magazine .....      | 70     |
| Everybody's Magazine....   | 63     |
| American Mag. (cols.)...   | 93     |
| American Boy (cols.)....   | 53     |
| Century .....              | 54     |
| Scribner's Magazine .....  | 53     |
| Munsey's Magazine .....    | 41     |
| Current Opinion (cols.)..  | 58     |
| Wide World .....           | 36     |
| Red Book Magazine .....    | 36     |
| Boy's Magazine (cols.)...  | 39     |
| Atlantic Monthly .....     | 31     |
| Popular Mag. (2 issues). . | 30     |
| St. Nicholas .....         | 27     |
| Overland .....             | 26     |
| Boy's Life (cols.).....    | 35     |
| Strand Magazine .....      | 22     |
| Bookman .....              | 21     |
| Ainslee's Magazine .....   | 21     |
| Argosy .....               | 20     |
| Blue Book .....            | 18     |
| Lippincott's Magazine ...  | 18     |
| Smith's Magazine .....     | 10     |
| Smart Set .....            | 10     |
| Snappy Stories .....       | 9      |

VOLUME OF ADVERTISING IN  
WOMEN'S MAGAZINES(Exclusive of publisher's own  
advertising)

|   | Agate  |
|---|--------|
| Columns.                                      | Lines. |
| Vogue (2 issues).....                         | 478    |
| Harper's Bazar .....                          | 189    |
| Ladies' Home Journal... .                     | 148    |
| Good Housekeeping Maga-<br>zine (pages) ..... | 128    |
| Woman's Home Companion                        | 108    |
| Pictorial Review .....                        | 104    |
| People's Home Journal... .                    | 80     |
| Delineator .....                              | 79     |
| Ladies' World .....                           | 74     |
| McCall's Magazine .....                       | 109    |
| Mother's Magazine .....                       | 102    |
| Modern Priscilla .....                        | 76     |
| Woman's Magazine .....                        | 64     |

A year of nearly

2500

March, 1914

since we stand 3rd

March, 1914 we were 8th

March, 1914 we were 13th

March, 1914 we were 23rd

and April issue—

we claim in the

greatest we have

ever printed.

METROPOLITAN

J. MITCHEL THORSEN

ADVERTISING MANAGER

|                                | Agate | Columns. | Lines. |
|--------------------------------|-------|----------|--------|
| Designer .....                 | 63    | 12,684   |        |
| Holland's Magazine .....       | 58    | 11,020   |        |
| Housewife .....                | 54    | 10,863   |        |
| People's Popular Monthly ..... | 57    | 10,830   |        |
| Woman's World .....            | 52    | 9,100    |        |
| Home Life .....                | 36    | 6,307    |        |
| Needlecraft .....              | 18    | 3,507    |        |

**VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES CAR-  
RYING GENERAL AND  
CLASS ADVERTISING**

(Exclusive of publisher's own  
advertising)

|   | Agate | Pages. | Lines. |
|---|-------|--------|--------|
| System .....                                  | 210   | 47,152 |        |
| Country Life in America<br>(cols.) .....      | 232   | 38,962 |        |
| Vanity Fair (cols.).....                      | 184   | 29,136 |        |
| Popular Mechanics .....                       | 124   | 27,944 |        |
| Modern Mechanics .....                        | 75    | 16,944 |        |
| House and Garden (cols.)                      | 118   | 16,602 |        |
| Garden (cols.).....                           | 112   | 15,760 |        |
| Countryside Mag. (cols.)                      | 89    | 15,130 |        |
| Craftsman .....                               | 64    | 14,448 |        |
| Field and Stream.....                         | 55    | 12,376 |        |
| House Beautiful (cols.)..                     | 76    | 11,126 |        |
| National Sportsman .....                      | 49    | 10,976 |        |
| Theatre (cols.).....                          | 57    | 9,618  |        |
| Outing .....                                  | 40    | 8,960  |        |
| Physical Culture .....                        | 39    | 8,748  |        |
| Outdoor Life .....                            | 33    | 7,448  |        |
| Outer's Book .....                            | 32    | 7,168  |        |
| American Homes and Gar-<br>dens (cols.) ..... | 41    | 6,970  |        |
| Technical World .....                         | 30    | 6,720  |        |
| Travel (cols.).....                           | 47    | 6,707  |        |
| International Studio (cols.)                  | 47    | 6,629  |        |
| Forest and Stream (cols.)                     | 44    | 6,468  |        |
| Arts and Decoration (cols.)                   | 43    | 6,090  |        |
| Recreation (cols.).....                       | 40    | 5,628  |        |
| Extension Magazine (cols.)                    | 24    | 3,840  |        |

**VOLUME OF ADVERTISING IN  
CANADIAN MAGAZINES**

(Exclusive of publisher's own  
advertising)

|                           | Agate | Columns. | Lines. |
|---------------------------|-------|----------|--------|
| *Canadian Courier.....    | 99    | 18,184   |        |
| MacLean's .....           | 121   | 16,940   |        |
| Canadian Home Journal..   | 83    | 16,600   |        |
| Canadian Magazine (pages) | 65    | 14,560   |        |

\* 4 February issues.

**RECAPITULATION OF ADVERTIS-  
ING IN MONTHLY CLASSI-  
FICATIONS**

(Exclusive of publisher's own  
advertising.)

|   | Agate | Pages. | Lines. |
|---|-------|--------|--------|
| 1. Vogue (2 issues) (cols.)                   | 478   | 75,651 |        |
| 2. System .....                               | 210   | 47,152 |        |
| 3. Country Life in Amer-<br>ica (cols.) ..... | 232   | 38,962 |        |
| 4. Harper's Bazar (cols.)                     | 189   | 31,770 |        |
| 5. Ladies' Home Journal<br>(cols.) .....      | 148   | 29,725 |        |
| 6. Vanity Fair (cols.)                        | 184   | 29,186 |        |
| 7. Good Housekeeping<br>Magazine .....        | 128   | 28,716 |        |
| 8. Popular Mechanics....                      | 124   | 27,944 |        |
| 9. World's Work.....                          | 106   | 23,786 |        |
| 10. Cosmopolitan .....                        | 98    | 22,140 |        |
| 11. Woman's Home Com-<br>panion (cols.).....  | 108   | 21,600 |        |
| 12. Pictorial Review (cols.)                  | 104   | 20,900 |        |
| 13. Metropolitan (cols.)                      | 119   | 20,394 |        |
| 14. Review of Reviews....                     | 89    | 19,936 |        |
| 15. Harper's Magazine....                     | 86    | 19,320 |        |
| 16. McClure's Magazine....                    | 77    | 17,258 |        |
| 17. Modern Mechanics....                      | 75    | 16,944 |        |
| 18. MacLean's (cols.)....                     | 121   | 16,940 |        |
| 19. House & Garden (cols.)                    | 118   | 16,602 |        |
| 20. Canadian Home Journal<br>(cols.) .....    | 83    | 16,600 |        |
| 21. People's Home Journal<br>(cols.) .....    | 80    | 16,148 |        |
| 22. Hearst's Mag. (cols.)                     | 93    | 15,868 |        |
| 23. Delineator (cols.).....                   | 79    | 15,865 |        |
| 24. Sunset Magazine.....                      | 70    | 15,816 |        |
| 25. Garden (cols.).....                       | 112   | 15,760 |        |

**VOLUME OF ADVERTISING IN  
FEBRUARY WEEKLIES**

(Exclusive of publisher's own  
advertising.)

|                              | Agate | Columns. | Lines. |
|------------------------------|-------|----------|--------|
| February 1-7                 | 117   | 17,250   |        |
| Literary Digest.....         | 91    | 15,284   |        |
| Saturday Evening Post .....  | 80    | 13,564   |        |
| Town & Country.....          | 56    | 10,574   |        |
| Collier's .....              | 36    | 7,294    |        |
| Scientific American.....     | 32    | 5,376    |        |
| Christian Herald.....        | 32    | 4,514    |        |
| Life .....                   | 22    | 4,461    |        |
| Leslie's .....               | 28    | 4,011    |        |
| Independent .....            | 18    | 3,312    |        |
| Associated Sunday Mags..     | 13    | 2,785    |        |
| Youth's Companion.....       | 18    | 2,575    |        |
| Judge .....                  | 11    | 2,498    |        |
| Outlook (pages).....         | 15    | 2,420    |        |
| Churchman .....              | 9     | 2,073    |        |
| All Story.....               | 9     | 1,665    |        |
| Illustrated Sunday Mag. .... | 8     | 629      |        |
| Harper's Weekly.....         | 8     | 629      |        |

## A CONTRACT RENEWED SEVEN MONTHS IN AD- VANCE OF EXPIRATION

◆

ELEVEN YEARS WITHOUT  
MISSING AN ISSUE

◆

**M**Y DEAR MR. HOPKINS:

"Keeping Everlastingly At It Brings Success." We have seen so many advertising failures turned into splendid successes by the application of the above thought, that to us the phrase means more than the trite expression of a mere business motto.

We are writing you this because we have decided to continue the use of the front cover of PRINTERS' INK for another five years from the expiration of our present agreement in October of this year.

We have occupied this position every week for six years, so at the close of our new contract we will have been "keeping at it" for eleven years. We wonder how many

advertisers have used PRINTERS' INK every week for such a long period.

It has always seemed to us that the poorest advertisers are publishers and advertising agents. Once in a while we who are engaged in advertising work do muster up enough courage to spend a little of our own money, but we do not like to take the advice that we hand out to our clients to the effect that if success is to be gained the advertising expenditure must be continuous.

You folks who run PRINTERS' INK are very strong on the open forum idea. Why don't you have the heads of advertising agencies and publishing concerns contribute their views, pointing out wherein this type of business is so peculiar that it will not lend itself to promotion through publicity?

*Yours very truly,*

N. W. AYER & SON

[sig.] S. WILBUR CORMAN,

*General Manager.*

To

Mr. J. M. HOPKINS, *General Manager*  
PRINTERS' INK PUBLISHING COMPANY  
*New York City, N. Y.*

## PRINTERS' INK

|                         |     | Agate    |        |                             |       | Agate    |        |
|-------------------------|-----|----------|--------|-----------------------------|-------|----------|--------|
| <b>February 8-14</b>    |     | Columns. | Lines. | <b>Totals for February</b>  |       | Columns. | Lines. |
| Saturday Evening Post   | 160 | 25,050   |        | Saturday Evening Post       | ..... | 81,304   |        |
| Literary Digest         | 88  | 13,037   |        | Literary Digest             | ..... | 52,490   |        |
| Collier's               | 59  | 9,828    |        | Collier's                   | ..... | 44,060   |        |
| Town & Country          | 54  | 9,118    |        | *Town & Country             | ..... | 34,287   |        |
| Leslie's                | 35  | 7,166    |        | Christian Herald            | ..... | 26,208   |        |
| Life                    | 40  | 5,719    |        | Leslie's                    | ..... | 25,094   |        |
| Christian Herald        | 32  | 5,376    |        | Outlook                     | ..... | 19,056   |        |
| National Sunday Mag.    | 27  | 4,652    |        | Life                        | ..... | 18,312   |        |
| Associated Sunday Mags. | 20  | 3,765    |        | Independent                 | ..... | 17,395   |        |
| Independent             | 24  | 3,416    |        | Scientific American         | ..... | 17,254   |        |
| Youth's Companion       | 16  | 3,362    |        | Associated Sunday Magazines | ..... | 12,778   |        |
| Scientific American     | 15  | 3,151    |        | Youth's Companion           | ..... | 12,458   |        |
| Outlook (pages)         | 13  | 2,968    |        | Churchman                   | ..... | 10,297   |        |
| Churchman               | 17  | 2,725    |        | *National Sunday Magazine   | ..... | 9,751    |        |
| All Story               | 11  | 2,576    |        | Illustrated Sunday Magazine | ..... | 8,665    |        |
| Illustrated Sunday Mag. | 12  | 2,215    |        | All Story                   | ..... | 8,288    |        |
| Judge                   | 15  | 2,160    |        | Judge                       | ..... | 7,933    |        |
| Harper's Weekly         | 4   | 888      |        | Harper's Weekly             | ..... | 3,764    |        |

\* 3 issues per month.

† 2 issues.

**February 15-21**

|                         |     |        |
|-------------------------|-----|--------|
| Saturday Evening Post   | 131 | 21,885 |
| Collier's               | 63  | 11,940 |
| Literary Digest         | 80  | 11,825 |
| Town & Country          | 69  | 11,605 |
| Leslie's                | 32  | 6,401  |
| Christian Herald        | 31  | 5,208  |
| Independent             | 29  | 4,105  |
| Life                    | 28  | 3,977  |
| Youth's Companion       | 17  | 3,445  |
| Associated Sunday Mags. | 16  | 2,872  |
| Churchman               | 17  | 2,823  |
| Outlook (pages)         | 11  | 2,604  |
| Illustrated Sunday Mag. | 13  | 2,360  |
| Scientific American     | 11  | 2,329  |
| All Story               | 9   | 2,072  |
| Judge                   | 10  | 1,533  |
| Harper's Weekly         | 6   | 1,092  |

**February 22-28**

|                         |     |        |
|-------------------------|-----|--------|
| Saturday Evening Post   | 114 | 19,085 |
| Collier's               | 62  | 11,718 |
| Outlook (pages)         | 51  | 11,592 |
| Literary Digest         | 70  | 10,378 |
| Christian Herald        | 61  | 10,248 |
| Leslie's                | 35  | 7,066  |
| Independent             | 41  | 5,863  |
| National Sunday Mag.    | 29  | 5,099  |
| Scientific American     | 22  | 4,480  |
| Life                    | 29  | 4,109  |
| Youth's Companion       | 14  | 2,866  |
| Associated Sunday Mags. | 16  | 2,829  |
| Illustrated Sunday Mag. | 13  | 2,425  |
| Churchman               | 14  | 2,330  |
| Judge                   | 11  | 1,665  |
| All Story               | 7   | 1,568  |
| Harper's Weekly         | 7   | 1,205  |

**Another New Trade Character**

The Southern Manufacturing Company, Richmond, Va., is using newspapers in Cleveland to introduce Princine Pure Phosphate Baking Powder. A new advertising character, "Miss Princine," whose picture is the feature of the copy, says: "Get a Sample Can and a Free Copy of Miss Princine's Biscuit Recipe." The line "Look for the Princine Shelf at Your Grocer's" is used in each ad to call attention to a special display shelf arranged in each store.

**New Macaroni Campaign**

The Huron Milling Company, Harbor Beach, Mich., has started a newspaper campaign in Chicago on Minute Maid Macaroni, a new product which is claimed to save from 20 to 25 minutes in cooking. "Cooks in a Minute" is the slogan that is being featured in each advertisement. A different recipe is printed in each advertisement under a bold headline—"Cut Out This Recipe."

**Lard Put Up in Brick Form**

National Brand Lard in brick form, parchment wrapped, put up by D. B. Martin Company, Philadelphia, is being advertised in newspapers. The argument for lard in a brick form is that it is handy, sanitary, and eliminates waste.

**Redfield & Fisher in Partnership**

Milton Marshall Fisher has been taken into partnership by J. Mansfield Redfield, New York advertising agent. Mr. Fisher has been associated with Mr. Redfield in the agency in the past.

F. F. Branan, of Chicago, has been appointed Western representative of *The Fatherland*, published in New York.

# Some Figures

Opening day attendance at the three great world's Expositions held in the United States:

|               |         |         |
|---------------|---------|---------|
| San Francisco | - - -   | 246,738 |
| St. Louis     | - - - - | 176,453 |
| Chicago       | - - - - | 137,557 |

Per capita expenditures on opening date of each exposition:

|               |         |        |
|---------------|---------|--------|
| San Francisco | - - - - | \$2.19 |
| St. Louis     | - - - - | 1.57   |
| Chicago       | - - - - | 1.29   |

Doesn't that clinch what we have claimed all the time, that the people of the Pacific Coast have more money to spend, and like to spend it more than any other people anywhere in the United States?

There isn't a single doubt about it. And the national advertiser who is neglecting this market is neglecting the richest market in America.

## SUNSET MAGAZINE

is the ideal medium through which to reach this tremendous buying power. It is the magazine of all of the people of all of the Pacific Coast country.

Let the Eastern representatives of Sunset tell you about this Magazine of the West. Ask the one located nearest to you to call and explain fully.

### EASTERN REPRESENTATIVES

New York: 515 Candlestick Building, W. A. Wilson  
Boston: 5 Beacon Street, Charles Dorr  
Chicago: 313 Marquette Bldg., G. C. Patterson

*Member The Quoin Club, The National Periodical Association  
Member Audit Bureau of Circulations*

**PRINTERS' INK'S FOUR-YEAR RECORD OF  
MARCH ADVERTISING**

|                                  | 1915      | 1914      | 1913      | 1912      | Total     |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|
| Cosmopolitan .....               | 22,140    | 32,256    | 38,427    | 86,573    | 129,396   |
| Sunset Magazine .....            | 15,816    | 22,624    | 27,944    | 37,876    | 104,260   |
| Review of Reviews .....          | 19,936    | 25,470    | 28,694    | 29,568    | 103,668   |
| World's Work .....               | 23,786    | 22,786    | 26,456    | 24,038    | 97,066    |
| Everybody's Magazine .....       | 14,277    | 21,175    | 28,755    | 27,734    | 91,941    |
| McClure's Magazine .....         | 17,258    | 20,398    | 21,755    | 27,682    | 87,093    |
| Harper's Magazine .....          | 19,320    | 19,768    | 14,756    | 15,092    | 68,936    |
| American Magazine .....          | 13,331    | 16,229    | 20,122    | 17,602    | 67,284    |
| Scribner's Magazine .....        | 11,979    | 15,680    | 15,176    | 18,662    | 61,497    |
| Munsey's Magazine .....          | 9,380     | 13,020    | 15,009    | 21,161    | 58,570    |
| Metropolitan .....               | 20,394    | 19,133    | 11,195    | 7,710     | 58,432    |
| Hearst's Magazine .....          | 15,868    | 18,984    | 16,143    | 6,328     | 57,323    |
| Century Magazine .....           | 12,208    | 13,440    | 10,060    | 15,680    | 51,388    |
| Current Opinion .....            | 8,184     | 14,049    | 13,015    | 12,740    | 47,988    |
| Red Book Magazine .....          | 8,064     | 9,184     | 9,638     | 12,544    | 39,430    |
| Atlantic Monthly .....           | 6,944     | 9,408     | 8,624     | 11,123    | 36,099    |
| American Boy .....               | 12,720    | 8,500     | 7,202     | 6,702     | 35,124    |
| Argosy .....                     | 4,648     | 7,784     | 8,402     | 11,200    | 32,034    |
| Ainslee's Magazine .....         | 4,704     | 8,288     | 6,272     | 10,080    | 29,344    |
| Boy's Magazine .....             | 7,193     | 5,813     | 5,824     | 6,640     | 25,470    |
| Lippincott's Magazine .....      | 4,032     | 6,048     | 5,712     | 9,184     | 24,976    |
| St. Nicholas .....               | 6,160     | 5,040     | 6,090     | 5,320     | 22,610    |
|                                  | 278,342   | 335,077   | 345,271   | 371,239   | 1,329,929 |
| <b>WOMEN'S MAGAZINES</b>         |           |           |           |           |           |
| Vogue (2 issues) .....           | 75,651    | 90,297    | 89,468    | 64,698    | 320,114   |
| Ladies' Home Journal .....       | 29,725    | 34,613    | 36,027    | 31,799    | 132,164   |
| Good Housekeeping Magazine ..... | 28,716    | 32,664    | 32,643    | 26,243    | 120,266   |
| Woman's Home Companion .....     | 21,600    | 23,502    | 28,290    | 32,659    | 106,051   |
| Delineator .....                 | 15,865    | 21,589    | 25,064    | 27,722    | 90,240    |
| Pictorial Review .....           | 20,900    | 27,300    | 21,900    | 19,725    | 89,825    |
| Designer .....                   | 12,684    | 17,800    | 20,392    | 25,021    | 75,897    |
| Woman's Magazine .....           | 12,865    | 17,766    | 20,219    | 24,907    | 75,757    |
| Ladies' World .....              | 14,800    | 17,600    | 21,200    | 16,600    | 70,200    |
| Modern Priscilla .....           | 12,865    | 16,128    | 17,976    | 19,103    | 66,072    |
| McCall's Magazine .....          | 14,606    | 15,650    | 18,330    | 17,286    | 65,872    |
| Harper's Bazar .....             | 31,770    | 21,000    | 6,082     | 6,550     | 65,402    |
| Mother's Magazine .....          | 13,912    | 17,957    | 16,745    | 15,815    | 64,429    |
| People's Home Journal .....      | 16,143    | 16,769    | 14,399    | 14,100    | 61,411    |
| Woman's World .....              | 9,100     | 11,987    | 13,775    | 12,541    | 47,403    |
| Housewife .....                  | 10,863    | 13,509    | 12,700    | 8,786     | 45,858    |
|                                  | 342,065   | 396,131   | 395,910   | 363,555   | 1,496,961 |
| <b>CLASS MAGAZINES</b>           |           |           |           |           |           |
| System .....                     | 47,152    | 46,984    | 44,128    | 48,258    | 186,522   |
| Country Life in America .....    | 38,962    | 47,324    | 45,388    | * 54,109  | 185,783   |
| Popular Mechanics .....          | 27,944    | 28,056    | 30,772    | 29,344    | 116,116   |
| Vanity Fair .....                | 29,136    | 29,625    | 20,688    | 20,450    | 99,899    |
| The Countryside Magazine .....   | 15,130    | 19,210    | 21,432    | 23,970    | 79,742    |
| House & Garden .....             | 16,602    | 18,180    | 21,140    | 20,880    | 76,802    |
| Garden Magazine .....            | 15,760    | 20,386    | 21,336    | 18,865    | 76,347    |
| Modern Mechanics .....           | 16,944    | 17,192    | 16,296    | 12,880    | 63,812    |
| House Beautiful .....            | 11,126    | 14,883    | 15,602    | 21,091    | 62,702    |
| Outing .....                     | 8,960     | 13,007    | 13,496    | 12,292    | 47,755    |
| Field & Stream .....             | 12,376    | 11,039    | 11,636    | 10,640    | 45,691    |
| Theatre Magazine .....           | 9,618     | 10,836    | 11,760    | 11,393    | 43,607    |
| Physical Culture .....           | 8,748     | 10,385    | 10,339    | 8,848     | 38,320    |
| International Studio .....       | 6,629     | 7,926     | 9,940     | 9,800     | 34,295    |
| Travel .....                     | 6,707     | 7,400     | 9,440     | 6,440     | 29,987    |
|                                  | 271,794   | 302,433   | 303,393   | 300,260   | 1,186,880 |
| <b>WEEKLIES (February)</b>       |           |           |           |           |           |
| Saturday Evening Post .....      | 81,304    | 86,524    | 81,702    | 79,480    | 329,010   |
| Literary Digest .....            | 52,490    | 50,740    | 46,798    | 48,608    | 198,636   |
| Collier's .....                  | 44,060    | 34,523    | 48,112    | 42,814    | 189,509   |
| Town & Country .....             | \$34,287  | 35,208    | 44,456    | 43,848    | 157,799   |
| Outlook .....                    | 19,656    | 24,822    | 29,056    | 35,750    | 109,284   |
| Christian Herald .....           | 26,208    | 25,536    | 29,043    | 21,552    | 102,339   |
| Life .....                       | 18,312    | 21,133    | 27,079    | †29,301   | 95,825    |
| Leslie's .....                   | 25,094    | 18,133    | 19,743    | †30,676   | 93,646    |
| Scientific American .....        | 17,254    | 19,192    | 18,389    | 20,057    | 74,892    |
|                                  | 318,665   | 315,811   | 344,378   | 352,086   | 1,330,940 |
|                                  | 1,210,866 | 1,349,452 | 1,388,252 | 1,396,140 | 5,344,710 |

\* 2 issues    † 3 issues.

† 5 issues.

OF

|       |        |
|-------|--------|
| Total | ,396   |
|       | ,260   |
|       | ,668   |
|       | ,066   |
|       | ,941   |
|       | ,093   |
|       | ,936   |
|       | ,284   |
|       | ,497   |
|       | ,570   |
|       | ,432   |
|       | ,323   |
|       | ,388   |
|       | ,988   |
|       | ,430   |
|       | ,099   |
|       | ,124   |
|       | ,034   |
|       | ,344   |
|       | ,470   |
|       | ,976   |
|       | ,610   |
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|       | 0,114  |
|       | ,264   |
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|       | ,240   |
|       | ,825   |
|       | ,897   |
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|       | ,200   |
|       | ,672   |
|       | ,587   |
|       | ,402   |
|       | ,429   |
|       | ,411   |
|       | ,7,403 |
|       | ,5,858 |
|       | ,8,961 |
|       | ,6,522 |
|       | ,5,783 |
|       | ,6,116 |
|       | ,9,899 |
|       | ,9,742 |
|       | ,6,802 |
|       | ,6,347 |
|       | ,3,312 |
|       | ,2,702 |
|       | ,7,755 |
|       | ,5,691 |
|       | ,3,607 |
|       | ,8,320 |
|       | ,4,295 |
|       | ,9,987 |
|       | ,6,880 |
|       | ,9,010 |
|       | ,8,638 |
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|       | ,7,799 |
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|       | ,5,825 |
|       | ,3,646 |
|       | ,4,892 |
|       | ,0,940 |
|       | 4,710  |



*THE first three pages in this series discussed Vogue's experiences in carrying the advertising of Automobiles, Toilet Goods, and Food Products. These advertisers, as a class, have large appropriations for publicity. But there are other advertisers, equally high class, who have much less to spend. To these, Vogue has proved quite as valuable. For instance—*



## 4 Schools

**U**P to 1912, American schools were advertising in the conservative, old-line monthlies and religious weeklies. It seemed almost unethical to suggest their use of such a modern and worldly publication as Vogue!

A great deal of persuasion was necessary before the first school took an experimental inch of space in Vogue.

But in Vogue dated April 15th, 1912, fourteen high class schools were already grouped together—and Vogue paid them so well that by June 15th they had increased to thirty-four. And these thirty-four schools, against all precedent, began to use large space in Vogue.

Last summer Vogue carried the advertising of 131 schools; its School Directory averaged from three to four pages (1896 to 2528 lines) per issue. This year, we are reserving even more space for the schools than we did last year. Sixty-four schools are already under contract, and many of them have already run, or are planning, full page and half page copy.

The example of these schools, whose appeal is entirely to people of wealth and discrimination, and who *must* receive direct returns from all their publicity, is valuable to every advertiser who wants to find a medium that—

*—is read by people of large means;  
—who have families to provide for;  
—and who are particularly careful about everything they buy, from a year's tuition at a leading school to the most ordinary article of household consumption.*

  
*Donald L. Andrews*  
 Advertising Manager

New York

## The Little Schoolmaster's Classroom

A NATIONAL advertiser, who is very well known, sends the Schoolmaster the following query with the request that his name remain a profound secret:

"If the use, in national publications, of pages printed in colors is worth the difference in cost over pages printed in black ink, how much does the black ink advertiser suffer when his advertisement appears in publications running color pages? Isn't the black ink advertiser discriminated against when a publication runs pages in colors?

"Even if this apparent discrimination is justified as a natural outcome of enterprise, isn't it unsound to encourage plans that will increase the cost of advertising in general? That is one result of color pages. A few advertisers can afford them, but all others feel they must spend an increasing amount if they want to keep pace with the leaders. Do not more advertisers give up entirely because of the hopelessness of the struggle than are gained by publications from the ranks of the few top-notchers who may use color pages?"

\* \* \*

The Schoolmaster referred the foregoing communication to the Professor of Sociology, who reports that he is in perfect accord with the thesis developed therein. The Professor would go farther, however, and would prohibit the use of any advertiser of larger space than is occupied by any other advertiser. The Professor further declares that social justice demands the use by all advertisers of the same type faces, of the same sizes, and the same degree of blackness. He is firm in his belief that no advertisement should carry an illustration unless they all do. It would be much fairer, he asserts, if all were to run the same illustration.

Furthermore, and in addition thereto, the Professor views with alarm the tendency on the part of

publishers to permit their text pages to compete with the advertising columns. "Some of them are making their editorial matter so attractive," he remarks, "and are printing such absorbing pictures (some of them in colors) that it is increasingly difficult for the advertisers to live up to the standard. If the tendency continues at the present rate it will be only a few years until our leading publications will be so interesting that nobody can afford to advertise in them at all."

\* \* \*

There are many very attractive things about the Professor's theories of social justice, and doubtless if his scheme could be put into effect it would provide for absolutely fair competition—provided anybody could be induced to compete. But as a practical advertising man, living under an imperfect state of society in which wealth is unevenly distributed, the Schoolmaster opines that the publication which sells color pages to those who want them will hardly be accused of discrimination against those who don't. The little fellow with his one-inch, single column ad following a color page, will get quite as much attention as if it were opposite a black page—and perhaps he will get more. In the case of those publications which segregate the advertising in the back of the book, the introduction of color pages may attract more readers to the advertising section and hold them there longer. If the Schoolmaster were placing quarter pages in the standard magazines he wouldn't lose any sleep over the other fellow's color page, and if he wanted to run a color spread on his own account his conscience wouldn't trouble him a bit.

\* \* \*

Edward M. Baker, of the Corn Products Refining Company, has a good yarn about a pickaninnny he met in the wilds of Southern

California, whose name was Regus Patoff Karo Dixon. According to the story, this pickaninny is a living testimonial for Karo Corn Syrup, having been named from the label on the can, which reads:

Reg. U. S. Pat. Off.

Karo

\* \* \*

From a recent Rogers-Peet advertisement:

We don't wonder at the perplexity

of a friend who found a 50-cent price under the 55-cent price mark of some scarfs purchased in a recent 55-cent sale.

For the scarfs had been advertised as \$1.00 and \$1.50 value, and frankly, it looked like a fake.

We haven't heard from them, but perhaps others, too, happened to notice the 50-cent mark and are owed an explanation.

Then the copy goes on to explain that the buyer intended to sell the scarfs at 50 cents, and was actually pricing them at that figure, when an officer of the company came along. The latter

# GOOD HEALTH

The pocket magazine which teaches busy people how to keep well through cultivation of natural health habits.

**PRICE until March 31st \$1 a year  
—after March 31st \$2 a year**

A sample copy of the March issue will be sent postpaid upon receipt of twelve cents (*six 2c. stamps*). If you wish a sample copy of the April issue, send twenty cents (*ten 2c. stamps*).

GOOD HEALTH PUBLISHING CO., 1803 W. Main St., Battle Creek, Mich.

## FIVE DAYS FREE

WE WILL SEND You the greatest and most complete work on Sales Letters, for five days, without one cent of expense to you.

LETTERS THAT MAKE Good will show you how to become a master of the art of Letter Writing—how to make your letters pull more replies—more orders. Makes you a Judge of Pulling Power in Sales Letters. It is a complete course in Correspondence Salesmanship. 465 pages—more than 300 complete Sales Letters, examples and forms with analyses and records of results.

### "LETTERS THAT MAKE GOOD"

*The Book With 100 Authors—Third Large Edition*

This is a partial List of the Many Subjects Treated

|                                |                              |
|--------------------------------|------------------------------|
| Developing a Sales Letter Plan | "Gingering Up" Dealers       |
| Salesmanship in Letter Writing | Getting New Business         |
| Educational Campaigns          | Correspondence Department    |
| Follow-up Campaigns            | Letterheadings               |
| Good-will Letters              | How to Get the Viewpoint     |
| Forcing Replies                | Collecting the Data          |
| Value of the Fill-in           | How to Make the Approach     |
| Human Interest, Letters        | The Body of the Letter       |
| Human Nature in Letters        | How to Bring It to a Close   |
| Answering Inquiries            | Good and Poor Closings       |
| Following up Inquiries         | The Direct Command           |
| Individuality and Personality  | Salesman's Auxiliary Letters |

Worth many times its cost every time you write a Sales Letter. Write us on your own business letterhead, and we will send it to you, prepaid. If you wish to keep it, remit the price, \$5.00; if not, return it within five days. Recommended by the Associated Advertising Clubs of the World in "The Nucleus for An Ad Club Library", and used by them to illustrate Lectures on Letter Writing.

*Catalog of Business Books on request.*

AMERICAN BUSINESS BOOK COMPANY  
451 Causeway Street

Boston, Mass., U. S. A.

thought them too handsome for that price, and added the nickel. The explanation is more or less elaborate, and runs into space, but the Schoolmaster is quite satisfied that it will not do any harm to the concern which goes out of its way to make it.

Saks & Co., too, have been doing some "explaining." It seems that one of their ads stated that a certain shirt company was going

out of business, when it really was an affiliated corporation which was being discontinued. The department store made a very elaborate correction—which, incidentally, didn't hurt its good will any. The Schoolmaster doesn't know of any concern which has deliberately made an error with the purpose of correcting it later on, but if the fashion for corrections continues it may well happen some day.

### THE NATIONAL (loose-leaf) DIRECTORY of ADVERTISERS is filling a long-felt want

Our Service gives the names of the "MEN WHO DECIDE"—the men who control the expenditures of the NATIONAL ADVERTISERS. There are upwards of 12,000 National Advertisers in our Directory.

We give a valuable list of 2500 Trade Marks—that are advertised—with name and address of the manufacturers. Also list of all Advertising Agents.

We keep you advised of all changes as they occur.

Write NOW for loose-leaf portfolio. List supplied for any section of the United States printed in LOOSE LEAF FORM or CARD INDEX.

**THE NATIONAL (loose-leaf) DIRECTORY OF ADVERTISERS**

Singer Building      New York City

## The Only Investment

that NEVER reduces interest rates or DEFUALTS on dividends.

LIFE ANNUITIES—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

MONTHLY INCOME INSURANCE. Annual saving on premiums of 25% to 40%.

J. A. STEELE, 170 Broadway, NEW YORK

## Lincoln Freie Presse

GERMAN WEEKLY  
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 133,992

### Will Advertise Oil

Oil producers have organized the Independent Petroleum Marketers' Association of California for the purpose of advertising gasoline and other petroleum products to the general public. An advertising campaign has been prepared, consisting largely of roadside bulletins for the use of garages selling the products of the association.

The large individual companies marketing petroleum have been for several years users of advertising in various forms, and especially strong buyers of newspaper space. The smaller producers, because of their limited capital, have hitherto not been able to advertise, but with their new association their power in the advertising field will be greatly increased.

### For Sale to Highest Bidder

Printers' Ink, green cloth-bound volumes 54, 55, 56, 57 (1906); 58, 59, 60, 61 (1907); 62, 63, 64 (1908); 70, 71, 72 (1910); 83 (1913). Unbound volumes 73 (1910); 74, 75, 76, 77 (1911); 78, 79, 80, 81 (1912); 82, 84, 85 (1913); 86, 87, 88, 89 (1914). Make cash offer for all or part. E. F. GARDNER, 921 Glynd Bldg., Kansas City, Mo.

**\$2 A MONTH FREE TRIAL**



Late Style Visebloc. Every modern convenience. Back Spacer Tabulator—Two Color Tabulator—Automatic ribbon Reverser, etc. Standard Prices. Perfect machines with complete equipment and every extra. Guaranteed for three months. Send for catalog and FIVE DAYS' TRIAL OFFER. Address  
H. A. SMITH, 822—271 N. 5th Ave., Chicago, Ill.

### To Advertising Managers

An Assistant Advertising Manager with a large concern desires a new connection. Would his personality, ability and career interest you?—  
"A.W." Box 262, care Printers' Ink.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

### ADVERTISING AGENTS

**ALBERT FRANK & COMPANY**  
ADVERTISING  
26 Beaver Street, New York  
Chicago Philadelphia Boston

The War makes Latin America the logical field for development. Let us organize your selling and publicity campaigns, write your literature and translations. An intimate knowledge of trade conditions and methods, long experience in the field and wide personal acquaintance will make our service of peculiar value if you want the cream of Latin American Business. B. Stern, Room 814, Long Acre Bldg., Broadway, 42nd St., New York City.

### ADVERTISING MEDIA

**PACIFIC COAST FARMERS** of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER** of Portland, Oregon—Weekly, 45 years.

### ADVERTISING SERVICE

Write us when you want strong, forceful letters, booklets, etc., prepared. Fifteen years' experience. Ad. Widder Co., 151 Broadway, Brooklyn, N. Y.

### ARTISTS

#### Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service 131 East 23rd St. New York



**PAUL BROWN**  
COMMERCIAL ARTIST

134 W-106 ST.  
N.Y.CITY.  
PHONE-6120  
RIVERSIDE.



### BIDS WANTED

**PROPOSALS FOR LITHOGRAPHIC PRESS:** U. S. Department of Agriculture, Washington, D. C., March 2, 1915. Sealed proposals for furnishing, delivering, and installing ready for operation in press room of Weather Bureau building, Washington, D. C., one (1) lithographic stone press, Walter Scott & Co.'s Class A No. 3, or R. Hoe Co.'s No. 3, complete, will be received until 12 noon, March 25, 1915, and then opened. Information furnished on application. Envelopes containing proposals should be endorsed "Proposals for lithographic press" and addressed to Chief, U. S. Weather Bureau, Washington, D. C.

### FOR SALE

Multigraph Universal Folder. Latest Models. Will sacrifice. Cost \$1,000. Russell Baum, The Bourse, Philadelphia.

### HELP WANTED

A new monthly publication, with subscription list of unusually cultured readers, desires services of soliciting advertising agent on commission. Only those with experience and references will be considered. Will not take full time. Box 781, c/o P. I.

One experienced advertising man wanted in every large city to sell our line of aluminum signs. We furnish an exceptionally strong line of samples and give exclusive sale to salesmen who can produce results. Our line is high class in every respect and places the salesmen in position to get the best class of business. We also manufacture a large line of aluminum advertising specialties. ALUMINUM SIGN CO., Desk 8, Kewaunee, Wisconsin.

### POSTER STAMPS

Hundreds of beautiful, original styles and designs Advertising and Pictorial stamps suitable for Manufacturers, Exporters, Jobbers, Retailers, Transportation Lines, etc. Standardized processes of manufacture give attractive Stamps at low prices. Assortment of samples if requested on letter head. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

**PHOTO STUDIO—TRADE WRITING**

Your merchandise pictured and described with interesting catchlines. Fashion photos, write-ups, retouching, engraving. Telephone Madison Square 7125. V. A. Kitabjian, 1181 Broadway, N. Y.

**POSITIONS WANTED**

**TRADE PAPER MAN**, able to handle stories and rewrite and makeup, wants change. Experienced bookkeeper and office manager as well. All-around inside man. Box 729, c/o P. I.

Good general advertising artist with newspaper, fashion and catalogue experience desires situation with advertising agency or newspaper. Ambitious, capable and conscientious. Age 26. Married. References. Box 720, c/o P. I.

Practical electrical advertising man. Experienced at electrical installation inspection and testing, photographing, writing copy and managing advertising department of electrical manufactory. Age 26 years. Box 718, c/o P. I.

Aggressive and experienced trade paper editor, handling make-up and soliciting advertising, wants larger opportunity. Married. Educated. State proposition and salary prospect. Box 726, c/o P. I.

**COMMISSION SALESMAN**.—Well-seasoned salesman of nineteen years' experience wants to represent an A-1 manufacturer in an exclusive territory—preferably New England, or New York, New Jersey and Pennsylvania on a commission basis. Box 722, c/o P. I.

**TRADE PAPERS**

have been my sole business for twenty years.

I want a chance to manage a publication and to increase its earnings and profits. Thoroughly experienced and competent in every way, as past and present associates will prove.  
Box 732, c/o P. I.

Hustling Advertising Manager-Solicitor showing increase five hundred to one thousand dollars each month over previous year, desires position Advertising or Business Manager on live paper. Ten years newspaper experience all its branches. Excellent copy writer—designer. 28—married. If opportunity good \$4000.00 available as investment. A-1 references. Box 725, c/o P. I.

**PRESS CLIPPINGS**

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

**PUBLISHING BUSINESS OPPORTUNITIES**

\$42,000 will buy a good class paper out of which owner takes \$8,000 besides salary. Harris-Dibble Company, 71 West 23rd Street, New York.

**MUST SELL QUICK** controlling or entire interest in parcel post weekly, with national circulation among farmers and housekeepers. Have copyright and second-class rate. 306 Riggs Building, Washington, D. C.

**STANDARD BOOKLETS**

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized  $\frac{3}{4} \times 6$ , in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. THE DANDO CO., 28-32 So. 3rd St., Philadelphia, Pa.

**WANT-AD MEDIUMS**

**N**EW Haven, Conn., Register. Lead's want ad. med. of State. Rate 1c. a wd. Av. '14, 19,414.

**T**HE Portland, Me., Evn'g Express and Sun. Telegram carry more want ads than all other Portland papers combined. 1c. a wd. 7 times, 4c.

**T**HE Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

 **T**HE Minneapolis, Minn., Tribune, Daily and Sun, is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14, 116,791 more individual Want Ads than its nearest competitor. Rates: 1½c a word, cash with the order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

**T**HE Buffalo, N. Y., Evn'g News is the best classified adv. medium in N. Y. State outside of N. Y. City. Write for Classified Rates, sword cir. statement, and rate card.

**T**HE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## ROLL OF HONOR

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. First 2 months, 1914, 30,245. Best and cleanest advertising medium in Alabama.

Phoenix, Ariz., Gazette. Average daily circulation for 1914, 6,891.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy. 2c.; Sun., 17,158, 50c.

Joliet, Ill., Herald, evening and Sunday morning. Av. year ending Dec. 31, 1914, 9,775.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,750; Sunday, 11,469.

South Bend, Ind., Tribune. Sworn av. Jan. 1915, 13,611. Best in Northern Indiana.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. All paid in advance.

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Waterloo, Ia., Evening Courier, 56th year: av. dy. '13, 9,231. Dy. av. Apr. to Sept. 14, 14,262.

Louisville, Ky., Courier-Journal. Average 1914, daily 32,395.

New Orleans, La., Item, net daily average for 1914, 56,960.

Augusta, Me., Kennebec Journal, dy. av. 1914, 11,763. Largest and best cir. in Cont. Me.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Not av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914, Sunday 61,947; daily, 80,176. For Feb., 1915, 77,764 daily; 71,693 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Mass., Evening Transcript (©©). Boston's tea table paper. Largest amount of eve. advertising.

Salem, Mass., Evening News. Actual daily average for 1914 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., 14, 24,626. The "Home" paper. Largest evening circulation.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northem Iowa. Use it to reach this section most profitably.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Actual av. 1st 9 mos. 1914, 113,166. Actual average for 1914, 115,291.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Av. net paid circulation for 1914, daily Tribune 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N.Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev. 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Licty. Actual average for 1914, 23,917. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Jan., 1915, 127,622 daily; Sun., 163,153.

Erie, Pa., Times, dy. Av. circulation '14, 23,270; 23,467 av. Feb., '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Washington, Pa., Reporter and Observer, circulation average 1913, 13,575.

West Chester, Pa., Local News, dy. W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. Av. net dy. circulation for 1914, 19,959.

York, Pa., Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Providence, R. I., Daily Journal, Av. net paid for 1914, 20,653. (©©) Sun., 33,018 (©©) The Evening Bulletin, 48,772 ave. net paid for '14.

Westerly, R. I., Daily Sun. S. E. Conn. and S. Rhode Island Sun to every 7 persons. Aver. cir. 1914, 5,658.

Danville, Va., The Bee (eve.) Average for 1914, 5,799. For Feb., 1915, average 5,895.

Seattle, Wash., The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the adv. Av. daily cir. last six mos. 1913, 57,060; Sunday, 66,887. In March, '14, the Times beat its nearest competitor by 363,524 agate lines.

Tacoma, Wash., Ledger. Average year 1913, daily and Sunday, 21,581.

Tacoma, Wash., News. Average for year 1913, 20,510.

Janesville, Wis., Gazette. Daily average, 1914, daily 7,129.

Racine, Wis., Journal-News. A. B. C. audit gives biggest circulation.

Regina, Can., The Ledger. Av. 1914, 16,619. Largest circulation in Province.

## GOLD MARK PAPERS

Bakers' Helper (©©), Chicago, Ill. Only "Gold Mark" jl. for bkr's. Oldest, best known.

The Inland Printer, Chicago, Ill. (©©) Actual average circulation for 1914, 16,420.

Boston, Mass., American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America. (©©)

Boston, Mass., Ev'ng. Transcript (©©) estab.

1830. The only gold mark daily in Boston.

Worcester, Mass., L'Opinion Publique (©©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©©) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (©©). Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (©©) has the largest cir. of any tech. paper in the world.

## THE PITTSBURG DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 96,000; weekly, over 96,000.

The Seattle, Wash., Times (©©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'ng Wisconsin (©©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

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## VANITY FAIR

"Two products of England I always despised of our equaling: mustard and illustrated papers. I don't suppose we will ever produce a mustard equal to theirs, but, with youthful impertinence, you have published a magazine which tops their best. It is lively, amusing, and chic, all of which are highly attractive qualities."

—ARNOLD DALY

**I**N London alone, there have been for years more than a dozen papers like "The Sketch" and "The Tatler".

In America there is now only one—Vanity Fair.

Vanity Fair is doing for America just what these famous British magazines are doing for England. It is dealing attractively and authoritatively with Society, the Stage, Sports, Fine Arts and Fashions.

Vanity Fair is an unusual magazine with an unusual appeal to people of the best sort.

*Arnold Daly*

*Advertising Manager*

449 Fourth Avenue,

New York

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